

Fully funded on-line courses available to enrol on today



# Leading Lancashire Digital Training Courses

We have successfully secured European Social Funding to support employees of Lancashire based SMEs to develop effective digital skills to use in the workplace. The programme is now available through remote access using on-line platform video conferencing, and can be accessed from work or home enabling you to develop your skills through training, coaching and support.

## Instagram for Business Essentials

Thursday 26 August 2021 • 10am-1pm

This course is for business owners who are short on time and will take you from a social user to Instagram success. Step by step you are guided on how to design, optimise and create an engaging Instagram profile that will attract followers and engage your audience.

## Twitter for Business Essentials

Friday 27 August 2021 • 10am-1pm

This course is designed to take you from beginner to Twitter Pro, step by step you are guided on how to design, optimise and create an engaging Twitter profile that will attract followers and engage your audience.

## MailChimp for Business - Advanced

Thursday 2 September 2021 • 10am-1pm

Create landing pages for data collection and send out free booklets and downloadables to your audience. (You must have been on the Mailchimp for Business Beginners course first.)

## Group Coaching for Business Owners

Friday 3 September 2021 • 10am-1pm

This course aimed at helping you tackle the stops and starts within your business. Hosted by a coach, you will join fellow business owners to form a peer coaching team, helping one another tackle the barriers to increase sales and brand awareness of your company.

## Canva for Business - Beginners

Friday 10 September 2021 • 10am-1pm

This is a beginners course in design using CANVA. Learn how to create simple, eye-catching graphics, posters, brochures and posts using this free software.

## Social Media Content Workshop

Thursday 16 September 2021 • 10am-1pm

Learn how to create a content schedule, design ideas, understand your 12 week content plan and build content to schedule, all delivered by a Facebook Pro.



[lmc.ac.uk/employers/leading-lancashire](https://lmc.ac.uk/employers/leading-lancashire)

[LMCBusinessAdminTeam@lmc.ac.uk](mailto:LMCBusinessAdminTeam@lmc.ac.uk)

## Canva for Business - Intermediate

Friday 17 September 2021 • 10am-1pm

This is a more advanced course in design using CANVA. Learn how to create more complex graphics, posters, brochures and posts using this PRO Subscription software. (You must be able to use CANVA PRO on this course.)

## Facebook Adverts

Thursday 23 September 2021 • 10am-1pm

This course is for beginners and will take you from basic to advanced advertising on Facebook. You'll learn Facebook ad basics, how to set up the Facebook Pixel, how to create lookalike audiences, how to run retargeting ads to audiences, and how to create a Facebook ads strategy that works.)

## LinkedIn - Building Your Personal Profile for Business

Friday 24 September 2021 • 10am-1pm

Create a winning profile that works, attract high worth contacts and increase the reach of your profile. Learn how to gain interest, create the right impression with logos, cover banners and profile statements.

## Creator Studio

Thursday 30 September 2021 • 10am-1pm

Combining Facebook and Instagram for business, introducing the new way to post video to social platforms This workshop takes you through the new developments of Facebook's Creator Studio - post and schedule video and designs with tags, engagement and content.

[lmc.ac.uk/employers/leading-lancashire](https://lmc.ac.uk/employers/leading-lancashire) or [LMCBusinessAdminTeam@lmc.ac.uk](mailto:LMCBusinessAdminTeam@lmc.ac.uk)

Leading Lancashire is part-funded by the European Social Fund



**European Union**  
European  
Social Fund



LEADING LANCASHIRE  
LEADERSHIP AND  
MANAGEMENT DEVELOPMENT

EMPLOYER  
**HUB**  
@LMC