

Event Management & Planning 1 12th Sept Lecture Support Notes

My Website (password 1969):

- <http://www.dtrofimczuk.co.uk/event-planning--man-1-pss2rg0028.html>

Social Media Accounts:

- Twitter
- Instagram
- LinkedIn
- Facebook-Professional Account?
- Website & Blogging-If you have a website add a blog page or subscribe to somebody's blog

Social Media Management:

- Hootsuite (SM accounts in one place): <https://hootsuite.com/create-free-account>
- TweetDeck (designed for Twitter): <https://tweetdeck.twitter.com/>
- UnionMetrics (Twitter & Instagram): <https://unionmetrics.com/>

Free Courses

Note: *If you choose to do one of the courses below and show evidence, you will be able to use this as your assignment for my classes. Those that don't choose this option will have to write a report for their social media use.*

Social Media Marketing:

<https://education.hootsuite.com/collections/courses>

- Google Adwords, Video Advertising and shopping:

https://support.google.com/partners/topic/3204437?hl=en&ref_topic=3111012&vid=1-635760859244013938-612060959

- Google Analytics Study Guide

<https://support.google.com/analytics/answer/6370549>

Website Analytics:

For those that have a website, try using these tools to improve the visibility of your website on the internet:

- <https://www.google.com/analytics/standard/>
- https://www.google.com/webmasters/#?modal_active=none

SEO -Search Engine Optimisation

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's unpaid results

Source = https://en.wikipedia.org/wiki/Search_engine_optimization

Checklist for your website:

Site description, Meta Keywords, Linked to an analytics account and used tracking codes?, Taken off complicated page names, removed not functional hyperlinks?

Try using Moz.com to help you implement SEO: <https://moz.com/>

Free Online Websites Creation:

- Weebly.com: <https://www.weebly.com/>
- Wix.com: <http://www.wix.com/>
- Wordpress: <https://wordpress.com/create/>