



COURSE: INSTAGRAM FUNDAMENTALS

Online | 09h00 – 12h00 | R1 620

WHAT IS THIS COURSE ABOUT?

Instagram isn't difficult to use but it can be a scary space to play in if you aren't sure what you are doing. Whether you want to learn to use Instagram so that you can check out what your children are up to, or to market your business, we have you covered.

Once you've mastered the basics of Instagram the likes and new followers will start rolling in!

Our training sessions are informal and the course outline is often shaped by the knowledge level of the group. Come armed with questions and we'll answer them.

THE COURSE OUTCOMES INCLUDE BUT ARE NOT LIMITED TO:

- How to set up an Instagram account
- The difference between timeline posts and IG stories
- How to create posts and stories
- How to engage on Instagram
- How to grow your Instagram followers quickly and organically
- How to use #hashtags correctly
- Why the "kids" are raving about it
- How to use Instagram to market your business

WHO SHOULD ATTEND?

This is a beginner course aimed at those who have never used Instagram before, or who have an Instagram account but do not know how to use it to market their business. You will be equipped with the necessary tools to keep up with the younger generations and to show off your business using Instagram as a social media platform.

The course moves at the pace of those attending so you won't be left behind and there will be time for all of your questions.



LET US SHOW YOU HOW

WHAT ELSE IS INCLUDED?

Course material, coffee and refreshments are included.

WHAT TO BRING?

We manage Instagram from our phones so be sure to have your cell phone with you (fully charged). If you already have an Instagram account be sure to have your login details on hand.

WHO ARE THE TRAINERS?

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WHO ARE THE TRAINERS?

Our trainers are skilled and experienced social media practitioners at Starbright who work on client accounts on a daily basis and take social media very seriously. Due to their vast experience in advertising for multiple industries, our trainers are able to advise you on what strategy is best for your type of business and its unique products and services.

Book today by emailing socialmedia@starbright.co.za or call us on 012 004 0080.

WHAT ARE THE TERMS AND CONDITIONS?

- Once you have booked your place, your invoice will be emailed to you and your booking will be secured after the payment has been made.
- Payments must be made one week prior to the course date.
- No course booking will be confirmed without proof of payment prior to the course date.
- Starbright reserves the right to cancel or postpone any courses without prior notice should there not be the desired amount of course attendees.
- Should the course be cancelled by Starbright, or moved to a date that does not suit you, you will be refunded in full.
- Cancellations must be made one week prior to the course date. Upon cancellation you will be refunded 50% of the total course cost.
- Cancellations made after the cancellation date will not be refunded.
- Should the delegate not arrive for the course, fees will be forfeited.
- Should the delegate not be able to make the course, a substitute delegate may take his/her place.



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