

# Grow Training's

## *Virtual Academy*

Monthly  
Email Newsletter



## **Living with Covid 19 Plan!**

**WRITTEN BY DEBORAH FORTUNE**

As we slowly start phased reopening's this month with schools and childcare, many families are looking forward to a bit of normality but for others we will have to wait that little bit longer. The government have said "to open up the country safely infection numbers need to be kept low and there had to be an accelerated vaccine roll-out". It is vital that people do not let their guard down at this stage and stay focused. We all know the impact and devastation the restrictions have had on our physical and mental well-being not to mention on businesses and livelihoods as well as of our communities. This third lockdown has been very hard on a wide range companies in lots sectors, but the Taoiseach said, "he know that the end is now truly in sight". But for business with workers displaced, redeployments, and layoffs last year it looks possible it may continue throughout 2021. Daily work life has certainly changed across the board, and the challenges for individuals and companies alike is the need for upskilling and reskilling which looks to be the key to thriving in 2021. It will drive people and businesses to refresh their current skills and, more importantly, build new ones and GROW Training are here to facility all your training needs.

At GROW Training we have our on-line courses that are convenient and effective, dealing in many areas and sectors. They are certified with CPD credits once completed successfully. Our featured course this month is Social Media for Business which you can purchase our on-line courses from our website, or we can set up your business on a Virtual Academy Business Account with discounts available. Give us a call for more details At Grow Training. We continue to work with you to ensure a safe and compliant return or in most cases continued work for you and your staff. As always, we are committed to providing you with excellent service and if you need any help, support or refresher courses contact us on [info@growtraining](mailto:info@growtraining) or 0834014242.

# Events and Campaigns 2021

GROW SMARTER GROW FASTER

(8th) International Women's Day  
(8-14) Wish Week – Make-A-Wish

(21th) World Down Syndrome Day  
(26th) Daffodil Day – Irish Cancer Society

## Virtual Academy

**FEATURED COURSE - SOCIAL MEDIA FOR BUSINESS**

**GROW SMARTER GROW FASTER**

**NEW MONTHLY PROMOTION COURSE PRICE €25.00**

**CODE # FEBFB**

### CPD Approved

**Course Description** - The Internet has changed our lives both personally and commercially. The boundaries between personal and business communication are now much less defined. Three quarters of us in the developed world use the internet and Social media has become a serious business marketing technique with over 90% of businesses with an in-house marketing department using social media for marketing and committing up to 20% of marketers time in that direction. So far as your social media audience in concerned, 43% of people aged 20-29 spend more than 10 hours a week on social media sites.

The starting point in any social media activity for business is your website or microsite and your social media activities will invariably be referencing this site so the first measurement of success in your social media activity will be the traffic you're generating for your site through social media channels.

This course is designed to assist people in business to understand how social media techniques can be used as an effective business marketing tool.

The object is to provide sufficient information to enable you to develop a social media strategy for a business and implement that strategy personally or through the informed engagement of third party specialists.

**Target Audience** -any business looking to increase business with low-commitment and expenditure from your company .

**Advantages** - Social media offers a fast, inexpensive, and effective way to reach potential customers to express interest in your business and your products. Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training in around their work and personal life.

**Further Progression** - There are a lot of courses in our Business Skills suite that would make great follow ups to this course. We have a wide range of courses that would provide valuable additions to your knowledge. Specific topics that compliment this directly are Search Engine Optimization for Business and a more in-depth look into Twitter for Business, LinkedIn for Business and Facebook for Business.

*"GROW YOUR SKILLS, GROW  
YOUR POTENTIAL, GROW  
YOU!"*

### CONTACT INFO:

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### WHAT OUR CUSTOMERS HAVE TO SAY!

*Amazing and  
approvable training team. Thanks Grow  
training ☺  
Laura Glynn*



### Monthly Support Courses:

*Search Engine Optimization for Business*

*CPD Approved*

*Twitter for Business,*

*CPD Approved*

*LinkedIn for Business*

*CPD Approved*

*Facebook for Business.*

*CPD Approved*