



# JOB TRAINER

**SHORT COURSE**

**Statement of Attainment training in Social Media for Small Business [extract from SIT30616]**

## Overview

This short course is designed for you to build a social media presence within a small business. It will provide you with the tools to understand and use social media, to enhance customer engagement and market a business. It will provide a range of skills and knowledge to:

- prepare and use content for social media
- enhance customer engagement
- promote a business
- engage and respond to a variety of customers through the use of social media platforms.

## Subject Information

SITXEBS001 — Use social media in a business

## Campus

Online

## Duration

This short online course will be delivered over seven (7) weeks. You will be required to participate up to five (5) hours per week to complete this course. Your learning will be supported by your teacher throughout the course, these will be scheduled at the beginning of this unit.

## Course commencement options

- 18 October 2021

## Information

For more information on courses and eligibility, visit [cit.edu.au/jobtrainer](http://cit.edu.au/jobtrainer) or contact us on:

## Individual Enquiries

CIT Student Services — (02) 6207 3188

## Industry and Business Enquiries

CIT Business Development — (02) 6205 3298  
[citbusinessdevelopment@cit.edu.au](mailto:citbusinessdevelopment@cit.edu.au)

Job Trainer is a jointly funded initiative of the Commonwealth, state and territory governments, offering free vocational education and training to young people (17 to 24 years, who have finished school), and job seekers across Canberra. Places are limited and you must meet eligibility requirements.