



Writing for social media course

More and more teams need to write on social media to talk to clients, influence conversations and expand the reach of their brand.

But this kind of writing comes with extremely high pressure. A single comment on a Facebook thread can be read by thousands of people. A post published on LinkedIn might be shared by key people throughout your industry.

It's a big responsibility for any team – but an equally big opportunity.

That's why we created this course. We'll show your team how to write posts that get noticed and shared, and how to join in with the conversations that follow – all while achieving your business goals.

Tailored to your needs

We'll consult with you extensively before the course, ensuring everything is precisely tailored to your sector, organisation and team. We'll pay special attention to the tone of voice you want to convey in everything you post to social media.

We'll also analyse samples of your previous social media posts, so we can focus on improving those skills which will have the biggest business impact.

Who is it for?

This course will benefit any team who write for social media – whatever channel or network they’re using. We’ll tailor the content to match their needs, challenges and experience.

What does the programme include?

A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required. We can also offer one-to-one coaching sessions.

Before the course, we’ll analyse a sample of each delegate’s previous social media posts and produce a graph of the results, showing both strengths and areas that need work.

The trainer will talk through the results with delegates individually during the course, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.

Numbers, pricing and venue

We can train any number from four people upwards. (Please ask about our courses for individuals and online courses if you only need to train one to three people.) We train in sessions of no more than ten people, to make sure everyone gets the individual attention they need.

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we can run the course on your premises. (We can also train remotely.)

The cost of the course varies depending on how many people you’re looking to train.

If you’d like to find out prices for your group size, call us on +44 (0)1273 732 888 or email info@writing-skills.com.

All our courses come with a 30-day money-back guarantee. If you’re not completely satisfied, let us know within 30 days of your first face-to-face course and we’ll give you a full refund.

Learning objectives

By the end of the training, your social media team will be able to:

- understand the fundamentals of social media
- understand their audience and how to reach them
- write for different channels (including LinkedIn, Facebook and Twitter)
- define what counts as 'good content' through being focused on their readers
- use the right style and tone for your organisation
- schedule and plan content
- reply to comments and complaints effectively and empathetically
- promote content across channels.

Reinforce the learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you have the option to enrol your team in our online programme, Emphasis 360. Through short weekly lessons, your team will be able to reinforce and build on everything they learned on the course.

You could also choose to run a coaching clinic: a follow-up day of individual coaching sessions based on a second writing analysis from each delegate. These one-to-ones give the trainer and delegates a chance to identify and target any ongoing problem areas.

Contact us to discuss building the programme that's best for your team.

Course programme

Writing for social media

9.30 Introduction

- Welcome
- Course overview
- Why write for social media?
- Writing fundamentals
 - Putting your reader first
 - Having a clear objective
- Combining writing and visuals on social media

10.45 Coffee

- Understanding and finding your audience
- Choosing the right channels
- Writing relevant content
- Using a natural tone of voice
- Keeping your writing active
- Being direct
- Structuring your sentences for easy reading

1.00 Lunch

- Online conversations and how to contribute to them
- Responding to complaints with empathy
- Five post types to avoid
- When you should – and shouldn't – use stock responses
- How to influence sharing and reactions

3.30 Tea

- How to sign off replies and comments
- Perfect grammar and punctuation
- Proofreading posts and comments for errors

Summary

5.30 Close

Discover how to write content that is noticed and shared – and helps you achieve your business goals