

# Writing for social media

Course for companies

In person

**Who is it for?**

Any team who write for social media – whatever channel or network they're using.

**Delivery**

We deliver this course in person.

**Participant numbers**

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

**Course length**

Flexible – typically one day. We can adapt the course for longer or shorter sessions as required.

**Pricing**

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

**+44 (0)1273 732 888****[info@writing-skills.com](mailto:info@writing-skills.com)**

## 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 LinkedIn post may be shared by key people in your industry.

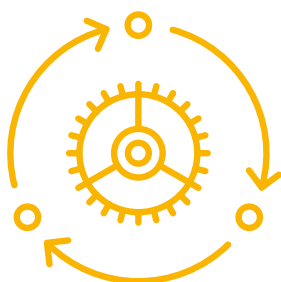
It's a big responsibility for any team – but an equally big opportunity.

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.

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## 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 chose Emphasis because they really “got it” – they really understood exactly what we needed and what our issues were.’

Mary Jean Pritchard,  
The King’s Fund

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## Venue

Our trainers are based in the UK, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. We can also train remotely.

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## Why it works

- ✓ Pre-course writing analysis identifies the areas each learner needs to work on.
- ✓ Small-group training ensures each delegate gets individual attention.
- ✓ Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
- ✓ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
- ✓ Each delegate receives one year’s access to our business-writing helpdesk to support them as they take what they’ve learned into their roles.

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## Learning objectives

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

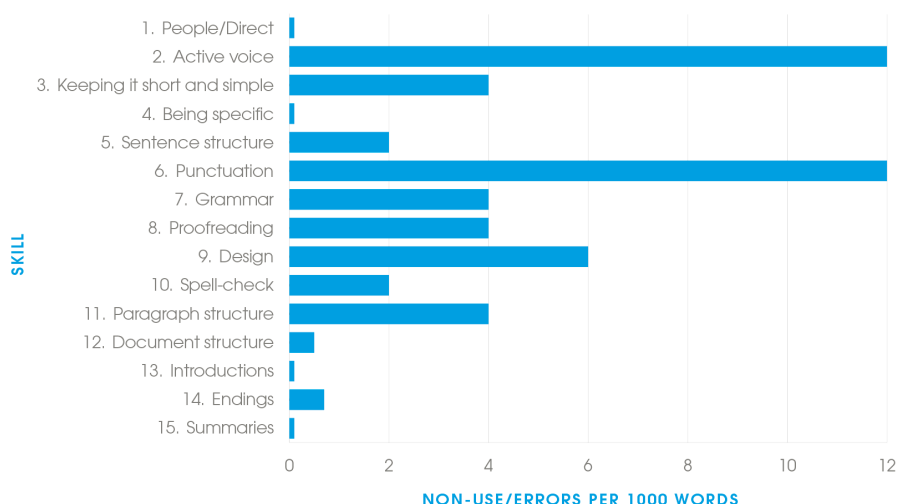
- ✓ understand the fundamentals of social media
- ✓ understand their audience and how to reach them
- ✓ write for different channels (including LinkedIn, Facebook and Twitter)
- ✓ define what counts as ‘good content’ through being focused on their readers
- ✓ use the right style and tone for your organisation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



## Individual analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

During the course, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.



## A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 1,000 organisations worldwide, including:



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9.30	<b>Introduction and course overview</b> <b>Why write for social media?</b> <b>Writing fundamentals</b> <ul style="list-style-type: none"><li>✔ Putting your reader first</li><li>✔ Having a clear objective</li></ul> <b>Combining writing and visuals on social media</b>
10.45	<b>Break</b>
	<b>Understanding and finding your audience</b> <b>Choosing the right channels</b> <b>Writing relevant content</b> <b>Using a natural tone of voice</b> <b>Readability checklist</b> <ul style="list-style-type: none"><li>✔ Keeping your writing active</li><li>✔ Being direct</li><li>✔ Structuring sentences for easy reading</li></ul>
1.00	<b>Lunch</b>
	<b>Online conversations and how to contribute to them</b> <b>Responding to complaints with empathy</b> <b>Influencing sharing and reactions</b> <b>Best practice for posting online</b> <ul style="list-style-type: none"><li>✔ Five post types to avoid</li><li>✔ When you should – and shouldn't – use stock replies</li><li>✔ How to sign off replies and comments</li></ul>
3.30	<b>Break</b>
	<b>Ensuring accuracy</b> <ul style="list-style-type: none"><li>✔ Perfect grammar and punctuation</li><li>✔ Proofreading posts and comments for errors</li></ul>
5.15–5.30	<b>Summary and close</b>

## Build your programme: optional follow-up

### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

### Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss  
your writing course today

Call: +44 (0)1273 732 888  
Email: [info@writing-skills.com](mailto:info@writing-skills.com)