

# Writing for social media

Course for companies

Live online

**Who is it for?**

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

**Delivery**

We deliver this course live online.

**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 two half-days of training plus a half-day of coaching sessions.

**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.

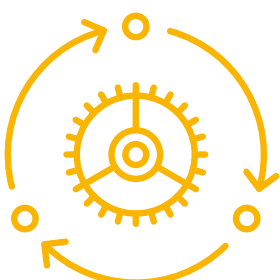
It's a big responsibility for any team – but an equally big opportunity.

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.

---

## Tailored to your challenges and goals

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.





'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,  
Talbot Underwriting Services

---

## Bespoke virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in two intensive sessions over two days to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

---

## Learning objectives

On this course, your team will learn how to:

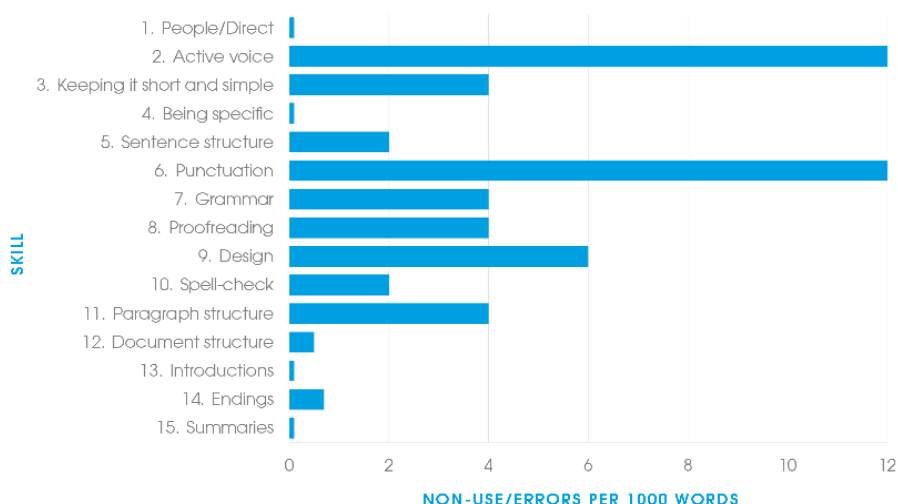
- ✓ understand their audience and how to reach them
- ✓ write engagingly for different channels (including LinkedIn, Facebook and Twitter)
- ✓ define what counts as 'good content' through being focused on their audience
- ✓ use the right style and tone for your organisation
- ✓ plan and schedule content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



## Personalised 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

After the group training, 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 e-learning.

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

Trusted by over 1,000 organisations worldwide, including:



# Writing for social media

Course for companies

Live online



9.30–12.30

## Essential foundations

### Introduction and course overview

#### Why write for social media?

#### Writing fundamentals

- ☑ Putting your audience first
- ☑ Having a clear objective

#### Understanding and finding your audience

#### Choosing the right channels

#### Writing relevant content

#### Using a natural tone of voice

#### Combining writing and visuals on social media

#### Readability checklist

- ☑ Keeping your writing active
- ☑ Being direct
- ☑ Structuring sentences for easy reading

9.30–12.30

## Optimising for success on social

### Introduction and recap

#### Online conversations and how to contribute to them

#### Responding to complaints with empathy

#### Influencing sharing and reactions

#### Best practice for posting online

- ☑ Five post types to avoid
- ☑ When you should – and shouldn't – use stock replies
- ☑ How to sign off replies and comments

#### Ensuring accuracy

- ☑ Perfect grammar and punctuation
- ☑ Proofreading posts and comments for errors

13.30–17.00

## Individual coaching and analysis feedback

### 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 complement 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)