

Advanced Social Media Training

DAY 1

Overview of Social Media

- The Current Social Media Landscape – *What is hot and what's not?*
- How to Keep-up with Continuous Changes in Social Media including Emerging Technologies, Automation and Avatars
- Choosing between the Raft of Social Media Options - *platforms, channels and apps*
- Choosing between the Wide Variety of Tools to Create Social Media Content including Blogs, Slides, Video, Infographics, Quizzes and Podcasts
- Demystifying Jargon and Following Online Etiquette
- Pitfalls and How to Avoid Them
- The Place of Social Media in Customer Relationships, Customer Service, Recruitment, Employee Engagement, Public Relations and Marketing

DAY 2

Building an Effective Social Media Strategy

- Analysing How Your Organisation Uses Social Media to Engage - *What is working and what is not working?*
- Understanding Who Wants to Connect with your Organisation on Social Media - *What do they want to hear and what do you want to tell them?*
- Developing Social Media Objectives and Proving They Deliver Business Benefits
- Creating a Balanced Portfolio of Social Media Channels to Reach Audiences
- Scheduling Social Media Activities so they Integrate with other Corporate Activities
- Monitoring and Measuring Social Media Activities to Demonstrate they are Effective

DAY 3

Reaching and Influencing Audiences

- Profiling Audiences and Targeting Influencers and Opinion Formers
- Creating an Emotional Connection with Humour, Human Interest and Storytelling
- Ensuring Relevance with Breaking News, Experiences and Personal Exchanges
- Reaching-out to Passive Audiences who Lurk rather than Engage

- Capitalising on Employees' Social Influence through Word of Mouth and Personal Relationships
- Helping Employees to Become Effective Social Media Ambassadors

DAY 4

Creating Content that is Shareable and Shared

- Understanding What Makes Grabs Attention and Hooks People In
- How to Create Conversations and Drive Word of Mouth
- Tips to Create Engaging Content Audiences Find Interesting, Relevant and Useful
- Using a Precise to Structure Content and a Calendar to Timetable Publication
- Developing Great Visual Aids, Images and Videos that Go Viral
- Messaging that Works Across Multiple Channels and Drives Traffic to Your Ultimate Destination
- Creating Content that can be Adapted for Different Media and Channels
- Writing Skills Practice including Headline Writing and Finding the Best Tone of Voice

DAY 5

Searching & Listening Techniques

- Using Social Media for Research
- Monitoring What Competitors are Doing on Social Media
- Tapping into Trends and Current Themes
- Listening-in and Participating-in Conversations
- Choosing the Best Keywords and Hashtags
- Writing Great Comments and Captions on Instagram, et. al.
- When and How to Respond to Comments and Feedback