

## **Social Media Summit**

### **DAY 1**

#### **Identify Social Media Platforms**

- An Overview of the Main Social Media Platforms
- The Differences between each Platform
- What type of audiences do they appeal to?
- Best Practices for each Platform
- Choosing the Correct Social Media Platform for Your Business
- Setting-up a Social Media Experience
- Best Social Media Account Practices
- Facebook for a Business
- Twitter for a Business
- LinkedIn for a Business
- Instagram for a Business
- YouTube for a Business

### **DAY 2**

#### **Developing Content and Copy**

- Identify What Type of Content is Best Suited for Each Platform and Your Brand
- Creating Original Content
- How to Choose Imagery, Videos and GIFs and the Best Websites To Do This
- Edit Your Photos / Images using Free Editing Software and Ensure Correct Sizing for Each Platform
- Learn to Write Engaging Copy to Capture Your Audience's Attention
- The Importance of Variety and Making Sure Content Doesn't Get Stagnant
- Topics and Messaging
- Content Curation
- Using Influencers to Drive Your Reach

### **DAY 3**

#### **Growing and Engaging an Audience**

- Creating a Consistent Tone of Voice

- Knowing Your Audience
- Ensuring Your Story is Unique
- Becoming Memorable to Your Audience
- Portraying Personality in Your Posts
- Invite Your Audience and Customers to Become Part of Your Brand
- Hashtag Best Practice

## **DAY 4**

### **Structuring Social Media Marketing Campaigns**

- Creating Posts with Suitable Imagery and Snappy Copy
- Discover What Can Make Your Post Successful or Unsuccessful
- Plan a Monthly Content Calendar
- Learn to Post at the Best Times for Maximum Engagement
- How to Use a Scheduling Platform
- How to Use the Stories Function on Various Platforms Successfully
- The Importance of Hashtag Research and How to Use Them Effectively
- Advertising Best Practice

## **DAY 5**

### **Developing Data-Driven Audience and Campaign Insights**

- Campaign Tools Analysis and Automation Tools
- Facebook Tools and Analytics
- Twitter Tools and Analytics
- LinkedIn Tools and Analytics
- Instagram Tools and Analytics
- YouTube Analytics and Campaigns
- Hands-on Project to Put These Skills into Practice