



ADVANCED DIGITAL WRITING SKILLS

A one-day course to develop the writing skills of business professionals across a range of social media platforms

Guided by experienced media experts, you will learn to produce powerful content to enhance your business development and marketing plans

IDEAL FOR THOSE SEEKING TO:

- ◆ Convey key business messages on social media and manage reputational risks
- ◆ Understand the differences and leverage the opportunities of Twitter, LinkedIn and Facebook
- ◆ Keep up-to-date with the latest trends in social media
- ◆ Use your company's Intranet effectively
- ◆ Learn to blog and harness the power of images

COURSE STRUCTURE

MORNING:

- ◆ Structuring and developing key messages
- ◆ Combining text and pictures effectively
- ◆ Blogging techniques

AFTERNOON:

- ◆ Writing for LinkedIn, Facebook and Twitter
- ◆ Using social media to build relationships
- ◆ Practicalities and pitfalls

GET IN TOUCH:

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