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

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