

## **"How to Write Well for Social Media"**

To be successful on Social Media you need to write well.

The images you post any social channel each need a caption and hashtags. You are telling the story of your brand to your Facebook community not just with pictures and video but with text. And the words on your LinkedIn page need to capture attention and promote your message.

Unfortunately, not all Social Media managers see themselves as writers. This is where this course from Dynamix comes in. The programme will help you build efficient and effective writing practices for your Social Media Marketing. You will learn how to structure and write content that gets your message across. You will discover how to craft original content that connect with your audiences. And you will understand what your followers need and want from your organisation. The dark side of social media is also explored. You will see best practice methods on how to avoid brand-damaging mistakes and how best to handle to criticism online.

Attendees will finish the day armed with strategies and tactics, enabling better social media performance within both a B2B and B2C business environment.

This course is run on a bespoke basis, giving you the opportunity to tailor the course to your exact requirements. To provide a starting point, we'd recommend you use the suggested course outline as a guide only.

The course runs from 9.30 am to approximately 4.30 pm.

Duration: 1 day.

### **Why Does It Matter To Write Well?**

- Understand what you are trying to achieve
- Benchmark your performance
- Understand your Audience
- Define your Message and Persona
- The difference between Brand Voice and Tone
- Case studies - good and bad examples

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### **Content Creation**

- Telling your Story with Content
- Conduct effective content research
- Generating content ideas
- Writing material people want to share
- Test and Learn

### **Your Writing Toolbox**

- Old school methods
- How to write quickly
- Quality vs Quantity
- Understand message types, character lengths, hashtags and emoji counts
- How to analyse your writing
- Software tools that make life easier

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### **Writing for the Platforms**

- Writing tips for Twitter
- How to write for Facebook
- Why writing for LinkedIn is different
- Crafting effective Instagram posts
- Describing your videos for YouTube
- Long form channels such as Medium and Quora

# Writing for Social Media...

Our bespoke onsite courses run from 9:30am to 4:30pm with an hour for lunch. The trainer will arrive in time to check and help with your set up. If you need to amend these timings just let us know in advance and we will work around what suits you.

## Measurement and Monitoring

- Using data to improve your writing
- OKRs – setting your Objectives and Key Results
- How to measure the Return on Investment (ROI) of your writing
- Generating insight to increase engagement
- Action Planning
- What's Next
- Bringing people on-board
- Tell the story, set the drama and sell the solution
- Developing your Now, Next and Long plan

## Benefits

- Following this training course, you will be able to:
- Create an effective Content Strategy for your business or organisation
- Agree your objectives for your written material
- Benchmark your performance against competitors and 'best in class'
- Tailor messages for different social platforms
- Use a variety of tools to help you craft and shape your writing
- Plan your content calendar around audience needs and drivers
- Learn from success and failure of other organisations' social media content
- Implement techniques and tools for achieving your brand, sales and CRM goals

"A highly professional company run by knowledgeable, friendly people"

