

Social Media Writing Skills

An introduction to writing for Facebook, Twitter, and a blog

'Marketing through social media is a lot of work.' 'Social media get people and brands into trouble.' 'I don't have the time to market on social media platforms.'

These statements are simply untrue. But if you're simultaneously scared of social media and concerned about being left behind in a fast-moving digital world, you need to attend this one-day workshop. It'll dispell some of the prevailing myths, explain how and why to dip your toe in the water, and share tips for planning and writing the actual content – whether you'll be handling it yourself or out-sourcing it.

Course duration:

Workshop (group) format: 1 x full day (08h30-16h00)

Online (private) coaching: approximately 12 weeks

Course outcomes:

1. Why use social media in the first place?
2. Why social is a below-the-line medium
3. User behaviour on social media platforms
4. The kinds of content that work best
5. A word on SEO and 'Google Trust'
6. Writing style, tone and tricks for social
7. Using Facebook to your best advantage
8. Using Twitter to your best advantage
9. Using blog content to your best advantage
10. Ideas for your first batch of social content

Please note: Final course content may deviate slightly from what's described above. Attendees will need to have a basic technical understanding of how to use Facebook, Twitter and a blog/website, but need not have their own accounts as yet.

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