

## Why are social media skills important?

**Social media plays a key role in building awareness for your brand, product or charity. It brings traffic to your website and customers to your door. Engaging posts get liked, shared and commented on. They engage your audience, building your reach, relationships, and familiarity. Poor quality posts get ignored or, worse, damage your reputation.**

## Workshops

- Social media skills to enhance sales and marketing
- Social media skills to increase staff engagement
- Social media skills to attract new staff
- Social media skills for non-profit organisations

**Each workshop can run as a single 90-minute module or a series of modules. Choose what you would like to cover from the list below. We can cover these areas as distinct modules or combine them.**



## Modules

- Creating your social media strategy
- Writing for LinkedIn
- Writing for Facebook
- Writing for Twitter
- Writing for Instagram and Snapchat
- Storytelling on social media

