

Social Media Workshop Topics



The Basics - General Social Media Topics 101

	FOCUS	THEORY	PRACTICAL	DURATION
Setting Up Your	Facebook, Instagram,	Profile Pic & Banner Dimensions, Platform	Using examples from class for assessment.	3 hours
Brand Design	Understanding Brand. Creating Logos, Banners, Graphics in Canva. Brand Policies and guidelines.	Break down Brand into Voice, Text, Logo, Images, Cultural Elements.	Use guidelines to take a "brand" photo. Make a Facebook graphic in Canva and compose an accompanying post demonstrating these elements	3 hours

Growing Your Brand - Getting Your Story Out There

Brand Voice	Introduce concept of Audience.	Voice and Tone	Do a code switch exercise with innappropriate matching of voice and tone with audience	1 hours
Finding Your Networks	Understanding the SOCIAL of Social Media	Alignments, Influencers, Cohort, Government,	Make a 4 tab spreadsheet and find 1-3 platforms for 2-5 entries on each tab	1 hour
Simple Advertising	Connectivity of Facebook/Instagram,	Post suitability guidelines. Setting Audience Parameters	Create and save an Advert Audience	1 hour
Direct Marketing	Digital Marketing using email, newsletters, e-flyer	Corporate branding, tone and content, using email, using mail management services (MailChimp etc)	Create email signature, export a list to MailChimp, create a invitation flyer	3 hours
Storytelling	Story Arcs	Engagement and Authenticity as Marketing.	Video, photo and graphic describing beginning, middle and end.	4 hours

Instagram

Instagram Phone	Digital Content Creation:	Video storyboarding. Photography set-ups.	Storyboard a video, shoot and edit using in-	4 hours
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Facebook

Building your	Reach and Engagement	Comments and Interractions, Tagging,	Make comments and schedule shares using	1 hour
Visibility	Newsfeed Prioritisation	Key factors - Priortised Content, Engagement,	Assess published posts in Insights. Gather	1 hours
Scheduling	Using Scheduling	Using Data to Optimise scheduled posts	Use Insights to guage best times for	1 hour

Creating Corporate-Level Socials (This is an advanced learning area, for Semi-Professional/Professional Account Moderators)

The Strategy of Social Media Style

Creating a Social Media Style Guide	For brand consistency across multiple account managers. Content generation.	Active Accounts - Voice- Tone - Authenticity - Tagging, targeting and style - Grammar and Punctuation - Network specific style (Twitter/Instagram) - Hashtags - SEO strategies - Frequency - Visual Identity - Cover Pics/banners - Colours - Fonts -Quality - Engagement, following back, liking, commenting, hide spam	Short modules and exercises on each - participants should have created a comprehensive style guide end of session.	4 hours
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Business of Social Media (must have a completed Style Guide)

Positioning Your Brand	Alignment and SEO	Opportunities for FREE Search Engine Optimisation	Four key words and one cultural tag in every SEO opportunity	1 hour
Analytics	Google Analytics,	Measuring performance of platforms,	Accessing Analytics (help with set-up)	1 hour
Platform Cross-Polination	Platforms Strategy	Connecting your platforms mechanically and experientially	Checks and balances for Brand consistency, connectivity and strategic cross-promotion to drive to core platform. "fix" 2 posts to comply. Create a post for each platform which complies.	2 hours