

<https://www.isoc.com/social-media-writing-course>

## Writing for Social Media and the Web

<b>Face to Face</b>	ISOC London or Dubai
<b>Live Online</b>	ISOC Studio via Zoom
<b>Contact</b>	training@isoc.com
<b>Price</b>	\$695 +VAT
<b>Duration</b>	One day
<b>Dates</b>	isoc.com

**SHORT COURSES  
FOR PROFESSIONALS**

# Writing for Social Media and the Web



## Course overview

**This practical social media writing training course covers writing for all Web platforms. You will learn to write in a way that makes ideas resonate and stick in the digital world. Topics include drafting content for websites, blogs, social media and many other platforms.**

You can join us either face to face or live online. The classroom version runs in London and Dubai as a one-day course. The online version is divided into two half-days and hosted live on Zoom from the ISOC studio.

Dates and booking:

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## LEARNING OUTCOMES

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After this course, you will be able to:

- Visualise how people read and consume information differently online and apply it your own writing
- Articulate the fundamental differences between writing for paper and writing for electronic delivery
- Adapt and re-edit texts to optimise them for web reading
- Write website content that is easy for online readers to navigate and digest
- Apply keyword strategies for search engine optimisation so that your content gets discovered
- Write content for blogs and social media that inspires people to follow and share
- Distil your writing down into its purest, simplest form for micro-formats like Twitter and SMS

## Who should attend?

This is an intermediate-level course designed for learners with existing knowledge and several years of experience in communications or PR. Learning is pitched at a level to help you develop strategic approaches and apply sophisticated techniques.

This course is recommended for all professionals who create communication texts, since almost all written content is destined for the Web in some form.

# Course agenda



## Principles of Writing for Online Readership

This module explores how to write content for the Web, social media and mobile devices that gets read.

- Discover how people read differently on social media compared to the Web
- Learn to write for mobile devices and apps
- Five key principles for shareable social media writing
- Workshops: writing headlines that get noticed; writing for apps; how to make your company's social media content shareable

## Web Content Strategies

This module covers the foundations for social media writing success.

- Establishing social media purpose and strategy for your company
- Get your audience to tell you what to write
- Workshop: develop a content strategy framework to streamline messaging

## Writing Text that Search Engines Like

This module covers strategies to ensure your social media writing is discoverable.

- Building a social media ecosystem
- The importance of search algorithms in social media
- Optimisation tips for the main six social media platforms

## Micro-writing

This module covers writing for the social media platforms that increasingly dominates people's consumption of information online.

- Style, tone and language for social media writing
- Highly engaging content and writing themes
- Blog etiquette
- Social media writing tips by platform plus bonus material
- Writing responses to comments and reviews





# Training at ISOC



## About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

## WHAT TO EXPECT

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Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are top industry professionals, not academics

**ISOC courses are fun, stimulating, interesting, and designed around practical skills that you can put to work straight away**



# International School of Communication

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