Writing for Social Media and the Web

SHORT COURSES FOR PROFESSIONALS
Writing for Social Media and the Web

Course overview

This one-day social media writing course is designed for communication professionals and online content creators of all kinds. It covers how to write content for websites, blogs, social media and many other online platforms. You will learn to write in a way that makes your ideas resonate and stick in the digital world. You will also learn practical techniques to translate plain “good writing” into effective writing for the Web.
LEARNING OUTCOMES

After this course, you will be able to:

- Visualise how people consume information online and apply it to your own writing
- Articulate the differences between writing for paper versus 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
This module explores how to write content for the Web, social media and mobile devices that’s 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

Content strategy
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 for search
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

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 senior industry professionals

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