

Social Media

Your friends and family, colleagues, staff and bosses are all over it, or so it seems. You feel you ought to be there or at least much more than you are at the moment, but if you're honest...

Social media is a little scary.

Look at all the people who've made fools of themselves, and sent their careers on the fast track to the scrapyard, with just a single post on Twitter, Facebook or YouTube.

But social media can also be a powerful force for good, both personally and professionally.

Former BBC News Correspondent Simon Hall, who used social media in his work, and has trained prominent public figures in how to present themselves on a range of internet platforms, gives you insights, tips and tricks for dealing with social media.

Aim

To provide participants with a clear understanding of:

1. How social media works, the different audiences, and the relative benefits of the various platforms.
2. The most effective ways to use the sites to present a clear and resonant message.
3. The importance of brevity.
4. How to go viral.
5. The best times to post, and what to include in your message to attract the maximum attention.
6. Adapting one message, photo or video for a range of different platforms.
7. How to take photos and made videos to give your posts greater impact.
8. Writing a powerful and attention grabbing blog, and using it to heighten your profile.

Methodology

The specific needs of the participants, taken from their pre training questionnaires, will shape the training.

- A range of interactive scenarios, based on the working lives of the group, will be used to illustrate and explore the points being made.
- The sharing of participants' experiences, and group discussion and interaction will be encouraged, under guidance from the trainer to ensure focus.
- Participants will be asked to set up social media accounts on Twitter, Facebook, Instagram and YouTube prior to the training, to maximise the time spent exploring the various platforms.
- They will also be asked to bring their mobile phones, or other devices, to practice taking photos and making videos, ready to post online.

Training methods and tools

The training can form a day or half day, be carried out at a venue of the participants' choice, and will be highly interactive.

- Presentations will outline each subject area, with questions and exercises to explore and investigate in more depth.
- Case studies of both highly successful and highly damaging posts will be help illustrate the points being made.
- Discussions will form a regular part of the day, with particular focus on participants' experiences.
- Much of the time will be spent preparing posts ready to be shared online.

Sample programme

Agenda

- 10.00 – 11.15** **Session one - Welcome and introductions.**
- The various social media platforms, and which is most important for what kind of message?
 - Starting with the basics; your bio, and how it says far more than just words.
 - The message – what to say and what not to say, the importance of brevity, and how to say a great deal in only a few words.
- 11.15 – 11.30 Coffee break
- 11.30 – 13.00** **Session two**
- The brief butterfly lifetime of a post, and how to give your words the maximum longevity.
 - The best times of day to post, and what to include, to make the biggest impact.
 - The power of pictures, and how to take photographs that work on social media.
 - Going viral; maximising the chances of your message being spread around the world.
- 13.00 – 13.30 Lunch

13.30 – 15.00

Session three

- Tricks of the trade in enhancing the impact of your post.
- A cheat for those with little time; how to hit a range of platforms with one single post.
- The relative strengths and weaknesses of the main social media sites, and what to do (and not to do) on them.
- The benefits of blogging; what to say, when, and how to use your blog to heighten your online profile.

15.00 – 15.15

Tea break

15.15 – 16.30

Session four

- Making movies.
- Why bother with video?
- How to shoot and edit an attention grabbing film.
- The power of YouTube and setting up your own channel.
- Posting your video on a range of social media sites for maximum impact.

16.30 – 1700

Roundup, discussion and questions