RiseUp Solutions

COURSE OUTLINE

From Ideas to Impact: How to Develop Captivating Social Media Content

OVERVIEW

Social media is now one of the main ways businesses reach their audience, but standing out takes more than posting often. This workshop takes participants step by step from an idea to content that grabs attention, carries the brand message clearly and gets people talking. Participants learn to know their audience, set clear objectives and create posts, stories and videos that fit.

WHO IT'S FOR
Small business owners and entrepreneurs who want to build their own social media.

DURATION
14 hours (2 days)

DELIVERY
In-house · Public

OBJECTIVES

- Identify your business's target audience
- Recognise the main objective of your social media content for that audience
- Use the right strategies and approaches for social media content
- Create compelling social media content tailored to your audience

MODULES

1. Identify Your Target Audience on Social Media

- Why an audience-first approach matters
- Benefits of understanding your target audience
- Identifying demographics
- Analysing interests and behaviour
- Understanding audience needs and pain points

2. The Right Strategies for Social Media Content

- How strategic content builds brand visibility and communication
- Keeping a consistent brand voice across platforms
- Establishing brand identity and values
- The role of content in social media marketing
- Encouraging and curating user-generated content

3. The Right Objectives for Social Media Marketing

- Crafting purposeful messages for target audiences
- Analysing audience characteristics and preferences
- The role of content objectives in social media marketing
- Aligning content objectives with marketing goals
- Finding content that adds value and resonates

4. Developing Social Media Content

- How content connects with audience behaviour
- Adapting formats for stories, posts and videos
- Best posting times and frequency for each platform
- Writing captivating headlines and openers
- Using high-quality visuals, videos and graphics
- Storytelling and brand narratives

HRD Corp claimability confirmed in your proposal

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