

Course Title

Social Media Skills for Success

What to expect

Become a confident social media storyteller and learn how to improve your, or your company's, social media presence in this one-day crash course.

Overview

Track	Personal Advancement
Instructor	Christopher McJeters
Date	October 14, 2021
Format	One-day workshop
CPD Hours	6
Delivery	On campus
Price	7,500 CZK
Academic credits	N/A
Pre-requisites	N/A
Language	English



Course Description

Whether you are a freelancer, a nonprofit organization, or a small business owner, your social media presence can make or break your career. Social Media Skills for Success is a one-day crash course designed to support busy professionals advance themselves or their organization using social media.

This on-site class allows participants the opportunity to ask questions, get feedback in real time, and get a learning experience customized to their specific social media needs. If participants have a real-world task that they're grappling with, they are encouraged to bring it here to work out in a safe, immersive, and accessible learning environment.

Let your inner influencer loose!

Learning Outcomes

- A strong understanding of what are the different social media platforms and which platforms are best for every type of professional or personal social media user
- The foundations of copywriting for different social media platforms, the importance of writing for SEO, and an intermediate level of knowledge on how to do both
- A basic understanding of visual presentation using Canva for graphics and smartphone tools for vertical video storytelling.
- Strong knowledge of how to use Facebook and Instagram
- Myths about social media and mistakes to avoid

Participants will also be given a free handbook with creative prompts for boosting social media engagement, a guide for social media accessibility, and a PDF of all the slides. Participants are entitled to one free social media assessment for their company or individual Instagram account that includes an analysis of their engagement, impressions, audience demographics, audience interests, and more.



Methodology

This workshop combines lecture sessions, discussions, and exercises. There will be no exam. Participants will be assessed based on their ability to apply the classroom skills to real-time situations taken from their own experiences.

The morning session will consist of presentations and discussions that lay the foundation for the afternoon session, which will be hands-on learning. No tools are necessary, but smart phones and laptops are encouraged.

Schedule and Course Content

Outline				
Morning Session Content	Date	Time	Place	Duration
Social media platforms Copywriting for social media How to use Canva to create eye-catching visuals How to use your smartphone for visual storytelling	October 14	9am - 12pm	AAU Classroom	3 hours
Afternoon Session Content	Date	Time	Place	Duration
Facebook and Instagram Boot Camp The last 30 minutes of class will be reserved to do one LIVE social media assessment in front of the class. Opportunities to schedule the remaining assessments will be available via email.	October 14	2pm - 5pm	AAU Classroom	3 hours
Materials	Handouts will be provided at the start of class.			
Lunch Break	Provided for all participants at Café des Taxis.			