

Writing for social media

The writing for social media course is for anyone who wants to create effective content for blogs, Facebook, Twitter and other social media.

In this course, you will learn how to set up these social media sites correctly and learn how to optimise them, but more importantly, you will learn proven principles of web writing, and how to help online visitors find the information they want.

You will learn about keywords and linking - the two keys to effective blog posts. You will learn how to write original, interesting, concise content. You will also learn how to use keywords effectively in killer headlines, in introductory paragraphs and in subheadings among many other aspects of web writing.

This course is targeted at people working within the communications industry who want to learn more about web writing, small business owners who want to increase their cyber footprint, hobbyists who want to promote their passion on a blog and most people who just feel a little lost having to survive, surrounded by all the technological advances - who would like to get control over how they communicate.

Admission requirements:

- Basic writing skills are essential
- Computer skills, email and Internet access required
- No previous tertiary qualification required

Modules: four modules

Cost: R4,495

Length: course can be completed at own pace, between six weeks and three months

Registration: online at www.sawriterscollege.co.za

Course tutor :

Karen Lotter is a journalist and writer based in Durban, South Africa. She runs a company specialising in creating websites and blogs, writing creative and interesting content and optimising sites for search engines.

Since she stopped writing political speeches (after 13 years in the trenches), she has focused on writing for the web and presenting workshops on communications-related issues. She has been a feature writer at Suite 101.com a Canadian based contents website for three years.

Course curriculum:

Module one - fundamentals of social media

- Definition of social media
- Why writing for the web is different
- Writing to be found
- Keywords and key phrases

Module two - headlines, intros, optimising copy and setting up a blog

- Writing headlines
- Writing intros
- Writing subheadings
- Understand the concepts of blogging, and have set up your own blog and have started to write blog posts

Module three - Facebook, LinkedIn and video blogging

- You will set up a Facebook profile for yourself
- Also a Facebook business page
- You will learn how to use Facebook for business
- You will set up a Linked-in page and start connecting
- ou will be introduced to video blogging

Module four - become a Twitter rockstar

- Setting up your Twitter profile
- How to find the right followers
- How to write great tweets
- How to use twitter effectively as part of your social media mix
- Hooking up your blog to the aggregators (expanding horizons)
- Making sure all your social media are connected to each other
- Social bookmarking

To apply for a course: go to www.sawriterscollege.co.za

To find out more: admin@sawriterscollege.co.za; or speak to Koos Turenhout.

Date: 06 September 2017

Venue: Online correspondence course, Countrywide

Cost: R 4495.00

Date: 27 September 2017

Venue: Online correspondence course, Countrywide

Cost: R4,495

Date: 04 October 2017

Venue: Online correspondence course, Countrywide

Cost: R4,495

Date: 25 October 2017

Venue: Online correspondence course, Countrywide

Cost: R4,495

Date: 01 November 2017

Venue: Online correspondence course, Countrywide

Cost: R4,495

Date: 29 November 2017

Venue: Online correspondence course, Countrywide

Cost: R4,495

Date: 06 December 2017

Venue: Online correspondence course, Countrywide

Cost: R4,495

Date: 20 December 2017

Venue: Online correspondence course, Countrywide

Cost: R4,495

Date: 10 January 2018

Venue: Online correspondence course, Countrywide

Cost: R4,495

Date: 31 January 2018

Venue: Online correspondence course, Countrywide

Cost: R4,495

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