

Get Social in Isolation Program

May 2020

THE **TRAINING**
COLLECTIVE.

WEEK 3 W/C 4/5/20

Webinar 5

Topic: The Power of a Profile - Using Social Media As An Individual
Trainer: Heather Porters
Duration: 60 mins

Webinar 6

Topic: Social Media for Business - Reviewing Your Facebook & Instagram Business page and how to get the most out of it
Trainer: Yvette Adams
Duration: 60 mins

Homework

Re-evaluating your social media set up & make changes if needed. Create your content calendar using our one page template.

WEEK 4 W/C 11/5/20

Webinar 7

Topic: Content calendar - how to come up with cool content.
Trainer: Heather Porters
Duration: 60 mins

Webinar 8

Topic: How to Craft the Perfect Social Media Post!
Trainer: Yvette Adams
Duration: 60 mins

Homework

You will prepare a content calendar and suite of social media posts using your new skills!

WEEK 5 W/C 18/5/20

Webinar 9

Topic: Become a Canva King or Queen! We share our top Canva tips so you can create better designs for social.
Trainer: Heather Porters
Duration: 60 mins

Webinar 10

Topic: Developing your video marketing strategy
Trainer: Yvette Adams
Duration: 60 mins

Homework

Download some of the video apps we introduce you to and start making videos!

WEEK 6 W/C 18/5/20

Webinar 11

Topic: Producing creative video content
Trainer: Heather Porters
Duration: 60 mins

Webinar 12

Topic: What you need to know about 'Going Live' on Instagram, Facebook or LinkedIn
Trainer: Yvette Adams
Duration: 60 mins

Homework

Download some of the video apps we introduce you to and start making videos! Plan to 'go live'!

TWICE WEEKLY ONLINE CLASSES - \$30 PER CLASS OR \$99 FOR A MONTH PASS!