



Writing for Social Media

Does your team know how to ensure that their social media posts boost credibility and drive traffic?

Social media is important for many businesses; the issue is that too many don't know what to post or how to hold their audience's interest.

In this webinar, you'll discover "the circle of social media" to promote your products, services, events, blog posts, and/or website while learning how to write tweets and posts for social media sites such as LinkedIn and Facebook.

Offered as a webinar.

Learning Objectives

- Define social media and its various formats
- Determine purpose when choosing which social media to use and how to use it
- Use social media to promote your products, services, events, blog posts and/or website
- Discover and use the "circle of social media"
- Answer W5 (who, what, where, when and why) before you write social media content



The Hurley Write Difference

We customize all of our workshops using your team’s or organization’s writing examples. Our proven process will ensure that your team has the strategies to write effective documents.

Hurley Write...	Hurley Write Does <i>NOT</i> ...
Instructors are experts—they have extensive backgrounds in professional writing and teaching	Use “talking heads” as instructors who lack knowledge about writing
Uses your team’s documents to meet your specific objectives	Use generic presentations that don’t apply to your key document needs
Provides a team experience to ensure ongoing collaboration and learning	Use a cookie-cutter approach
Provides ongoing support after the workshop to ensure concepts are applied in meaningful ways	Offer a “one-and-done” workshop with no follow-up