



# Social Media Training

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**DATE | TIME | LOCATION**

## **Discuss: Your Organization**

- ∴ History, structure, products/services
- ∴ Who are you trying to reach?

## **Discuss: Your Current Social Media (if applicable)**

- ∴ Platforms utilized, personnel involved
- ∴ What's working? What's not working?
- ∴ Metrics and audience engagement
- ∴ Competitive analysis

## **Train: Social Media Overview**

- ∴ Purpose of social media within your industry
- ∴ What platforms are necessary?
- ∴ Role of metrics
- ∴ Time management
- ∴ Apps and programs

## **Train: Your Future Social Media**

- ∴ Recommended platforms, posting frequency, and post types
- ∴ Customized social media posting calendar
- ∴ Specific social media post ideas
- ∴ Engagement and monitoring tips

## **Try: Social Media Posts**

- ∴ Create a post for every platform
- ∴ Scheduling, metrics tracking, engagement

## **Questions and Troubleshooting**