ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



BUSINESS WRITING

Writing for Social Media

Write social media posts that are clear, on-brand and worth engaging with.

WHO IT'S FOR

Staff who write or approve social media posts for their organisation.

DURATION

3 hours, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Write opening lines that stop the scroll
- Keep posts short, clear and focused on one message
- Write in your brand voice across platforms
- Adapt tone and format to each platform and audience
- Reply to comments and messages professionally
- Review posts for accuracy, tone and risk before publishing

ABOUT THIS PROGRAM

Our social media writing training deals with the posts that disappear into the feed: the announcement that reads like a media release, the caption that rambles, the reply that sounds nothing like your brand. Participants learn to hook readers in the first line, write in your brand voice, adapt each post to its platform and keep a professional tone when conversations get public. They draft and edit posts in the session, so confident, on-brand content follows.

Tailored to your organisation

We work with your brand guidelines, your audiences and your real posts, so the techniques fit your channels and your tone.

Talk to us about this program

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Enquire online