



e-learning

Developing a content strategy for social media

You are an expert in your field and would like to make your expertise more visible? Do you want to position yourself successfully for your key topics and be associated with them? Then the world of social media offers you the ideal platform. Social media thrives on the multitude of users and the content that is shared and discussed on a daily basis. Your own content offers you the opportunity to make your expertise visible, to build up a reputation and to get in touch with exciting people and companies. In order to use this potential, the content must of course convince, inform, entertain, inspire – in other words, attract attention and create added value. Learn how to make an impact with your content in this E-Learning. Develop your very own content strategy that suits you, addresses your target groups and brings you closer to your goals.

Booking Number: **34256**

Group of participants:
Specialists and managers from all sectors who want to build up basic skills for the digitalized world of work –so– called digital literacies.

Duration: **approx. 2 hours**

Language:  

Unit price:
€ 49,- zzgl. MwSt. | € 58,31 inkl. MwSt.

Package prices from 50 licenses on request

Learning objectives

- ✓ Choose between the different social media platforms to find the right ones for you / your goals
- ✓ Define goals for your positioning in social media
- ✓ Determine which target groups you want to reach on social media
- ✓ Determine your topics and messages according to the goal definition and target group(s)
- ✓ Choose between various sources of inspiration and generate ideas for your own social media content
- ✓ Apply the components of a high-reach post to your own social media post
- ✓ Design social media posts in a technically appropriate way
- ✓ Determine which target groups you want to reach on social media

Contents

- What will I learn in this E-Learning?
- Which social media platforms are suitable?
- How do I develop my target definition?
- How do I determine my target group(s)?
- How do I determine my topics and messages?
- Where do I find inspiration and ideas for my content?
- What are the components of a high-reach post?
- What should I pay attention to technically when posting?
- How do I develop a routine for my content?
- How do I deal appropriately with criticism on social media?
- What will I take away from this E-Learning?



Information on the web
www.haufe-akademie.de/34256



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