



2019-2020

# Social Media Masterclasses

Feeling creative, fearless and proud

comms  
creatives

# About Comms Creatives social media training

Hel Reynolds, an award-winning expert in creative social media strategies, runs Comms Creatives with her business manager and sister, Lesley.

Hel's training and advice will help your comms and marketing dazzle with creativity!

Feel confident about learning and trying new techniques, and learn to come up with more than just the obvious ideas.

Comms Creatives will make your team more creative, fearless and proud.



## Helping comms & marketing teams learn, the creative way

Unleash your creativity, and join the growing number of brands learning how to be at the top of their social media game.



Comms Creatives

# Online course: The social media content programme

*9 weeks. Innovative learning in three hours per week. For communications content creators*

This unique online course gets you to put new techniques and skills into your your work immediately. Students get unparalleled coaching and support from the 2018 Social Media Marketing Awards winner, Hel Reynolds.

Live and interactive videos, group discussions, worksheets and resources on the following, and more:

- Social media storytelling
- Engaging social media formats
- Growing your audience
- Making effective videos and graphics
- Copywriting for Facebook, Twitter, LinkedIn and Instagram

[More information](#)



“*It's the best training I've ever done. The takeaways are genuinely useful and don't need hours to implement.*

*Kathryn MacKenzie, Communications Manager* ”

£825 + VAT per person

Comms Creatives

# In-house training: Social media strategy workshop

*1.5 days. A strategic approach, built around your goals and culture. For the whole communications team.*

Creating a bold and effective roadmap for your organisation's social media.

1. In our first bespoke classroom workshop (10am-4pm) we will cover:

- Integrating your social media strategy with business goals
- SMART social media objectives
- Mapping audiences
- Your social media brand and tone of voice
- A process for engagement
- Channel priorities
- Content planning
- Team responsibilities, skills and resources
- Evaluation and buy-in

2. In the weeks after the session, the communications team will draw up a draft social media strategy, using the template resource and worksheets.

3. In a follow up session (12.30pm - 4pm), we will assess the draft strategy and tackle any challenges or additional concerns that need to be addressed. We will also discuss implementation and buy-in for the strategy itself.

£3,500 +VAT

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# Consultancy: Social media strategy writing and presenting

*1.5 days. An add-on to the social media strategy workshop. Get extra support for your social strategy work. For the whole communications team.*

One day with Hel, fine-tuning and writing your social media strategy together.

As well as challenging the team to make more effective and bold decisions, Hel will help you nail down that strategy in a way that gets it done quickly and confidently.

Later, Hel will present your strategy to colleagues and leaders in the organisation as an impartial figure who can inspire confidence in the strategy, and promote the level of excellence and talent displayed in the digital comms team.

£3,500 +VAT

Comms Creatives

# In-house training: Social media content workshop

*1 day. Learn how to build online communities and create content that your audiences will love. For the whole communications team.*

Ever wondered why nobody seems to like or share your Facebook posts? Do you think your tweets and LinkedIn posts should get more attention? You CAN get more likes, shares and comments.

If you know you have a great story to tell, and you'd like to discover techniques and creative ways to make engaging social media content, book this course for your team.

Get inspiration, advice, case studies and practical exercises in a one-day creative content workshop, covering:

- The principles of engaging social media content
- 12 content types for easy engagement
- Copywriting for Facebook, Twitter, Instagram, LinkedIn and blogs
- Storytelling techniques for social media
- Loads more tips and tricks that you can use straight away

You'll also get access to my worksheets and checklists, including creative content ideas and suggestions, and everything you need to inspire your organisation's social media content.

£3,500 +VAT

Comms Creatives

# Consultancy: creative content generation

*1 day, monthly (or every other month). Make the time to create content you're proud of. For the whole communications team.*

Practical days where you bring the details of campaigns and services or products you want to promote.

You will learn and take part in a number of exercises that will help you generate brilliant ideas and a plan for how you'll implement them into engaging and effective campaigns, and inspired on-the-go content.

Hel will help you unlock the creativity inside you, and support you in creating extraordinary work.

- Make and plan content with Hel by your side
- Get feedback and help with bringing your content to life and creating world-class content
- Build confidence in creative content making

£2,500 +VAT for up to 8 people  
£2,999 + VAT for up to 16 people

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# Consultancy: social media tone of voice masterclass

*1 day. Explore and define your social media tone of voice, and create your unique brand playbook. For the whole communications team.*

Spend a day defining and writing a document that will be your organisation's social media tone of voice playbook.

Hel will help you find a way of communicating that is right for the channel and culture, appeals to your audiences, and remains professional at all times.

Make it something you can proudly get your colleagues behind, and which will be a clear guide for making your brand LOVED by your audiences.

£2,500 + VAT for up to 8 people  
£2,999 + VAT for up to 16 people

Comms Creatives

# In-house training: the engaging video masterclass

*1 day. A focus on excellence - looking at how to make quick, cheap and brilliant video content. For the whole communications team.*

A practical day where you bring the details of campaigns and services or products you want to promote, and we will make videos as we learn! Rather than focusing just on the technical steps of video-making, you'll learn how to make BRILLIANT videos that connect with your audiences.

- Practical tips on filming on your mobile phone
- Choosing from the list of engaging video types
- Setting your shot up
- How to bring your subject to life
- Bringing the best out of interviewees
- Easy storyboarding
- Captioning your video
- Quick and effective editing
- Cool apps and special effects

£2,500 + VAT for up to 8 people  
£2,999 + VAT for up to 16 people

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# In-house training: the Instagram masterclass

*1 day. A strategic approach to your Instagram, examining and learning the ways your brand can make the most of this vibrant platform. For the whole communications team.*

- How should your organisation use Instagram?
- What kind of content should you produce?
- What strategies do we use to build a loyal following?

All will be revealed during this intensive day of all things Instagram. We will look at strategy and practical tactics, during this fun and focused day.

£2,500 + VAT for up to 8 people  
£2,999 + VAT for up to 16 people

Comms Creatives

# In-house training: Storytelling framework: tell compelling stories

*1 day. Become your organisation's chief storyteller! For the whole communications team.*

Discover how to tap into the power of story.

As well as learning how to effectively structure and create stories and storyboards, you'll be creating stories and getting live feedback and advice on how to captivate your audience.

£2,500 + VAT for up to 8 people  
£2,999 + VAT for up to 16 people

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# In-house training: How to manage social media in a crisis workshop

*1 day. Preparing to manage and protect the brand when the worst happens. For the whole communications team.*

Reputation management has changed. No organisation is perfect and facing criticism online is inevitable.

This training day will give you skills and confidence needed to support member organisations - offering the guidance before an issue surfaces, and helping out at the time when a repetitional crisis arises.

This unique course covers theory, guidance, case studies, worksheets and interactive sessions in groups.

We cover:

- What's changed in crisis management since social media became mainstream
- Which channels to use
- How to make your response hit the right tone of voice
- Video's role in managing a crisis
- How to ensure you don't make things worse
- Media management on social media
- What to monitor and report to internal audiences

£2,500 + VAT for up to 8 people  
£2,999 + VAT for up to 16 people

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# In-house training: Social media for leaders, figureheads and politicians

*2 half-days sessions. A workshop for high-profile leaderships on how social media can be part of their strategy. For 1 to 6 people.*

Hel will spend two half-days with leaders and figureheads in your organisation - in a group or individually, to help them make the most of opportunities social media will bring.

- How social media can help you, even while you sleep!
- Defining your authentic leadership style
- Shaping how your audience sees you
- How to bring personality to your posts without compromising your privacy
- Managing the message by making quick and effective thought leadership videos
- Newsjacking - using social media to take advantage of news and current affairs
- Tips and tricks on building national and international influence online

£2,999 + VAT

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# In-house training: An employee's guide to social media

*1 day. A workshop for thought leadership, brand building, and career development. For up to 16 staff members.*

This day-long class will help your employees understand why and how they can use social media increase your brand profile and build strong and supportive networks.

Hel is skilled at taking a group of employees of varies abilities and confidence, and turning them into enthusiastic and knowledgeable social media champions.

The day will cover:

- The benefits fo social media for you and your organisation
- How Twitter and Linkedin work
- How to create content that engages your audiences
- Dealing with negative, angry or untrue posts
- Becoming a thought leader in your industry

All delegates get a workbook to outline key information and allow them to stay inspired and track their progress after the session.

£2,500 + VAT for up to 8 people  
£2,999 + VAT for up to 16 people

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# Get in touch for more info

[helen@commscreatives.com](mailto:helen@commscreatives.com)

The best thing is being able to experiment with social media after LOTS of inspiration. This has given me the confidence to use my knowledge and express concerns to the team, whilst also allowing me to be more creative. Our social media has made an improvement already!



Joelle Allen  
Communications Officer  
(Campaigns)

We have seen a massive increase in engagement on posts and our post reach has subsequently increased dramatically. Cannot recommend Hel and her open, chatty style enough. She doesn't shy away from a single question and adapts all of her methods and ideas to suit your business! Looking forward to my next course!"



Sarah Gooding  
Social Media Manager

It was such a refreshing change to other training courses. Helen is wonderful, so incredibly enthusiastic and supportive. You never feel like you're being preached at or lectured, it's just one comms professional sharing her experiences and wisdom with a group of like-minded comms folk.



Hannah Ambrose  
Communications Manager

"Just wanted to share the impact of putting Hel's super-doooper advice into practice. Our Facebook engagement has transformed! I have posted 📈 48% less and increased impressions by 📈 268%, users reached by 📈 333% and engagement by 📈 481%."



Gemma Warren  
Group Marketing Manager

As well as being a great space to learn and bounce ideas off each other, the online courses allow you to catch up when best for you - #flexible #comms 🥰 Helps when you're as disorganized as me on times 🙌



Natalie Warner  
Digital Communications Officer  
(Campaigns)

The social media content programme is an amazing course, I registered Abbey from my team and she's now inspired! She has a lot more confidence and is massively more understanding of customers and how to use social media 🥰 You're a comms Wizard!



Lucy Goldsmith  
Communications Manager

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