

# Comms Creatives

## Academy

### Digital communications course framework: topics for 2023

On-demand courses from the library, live interactive events & resources for success

#### Social media skills mastery

#### Comms career development

##### Strategy

- Social media strategist course
- Planning effective campaigns
- Social media for SEO
- Social media SOS: crisis course
- The evaluation masterclass

- What makes an incredible social media strategy
- Modelling and goal-setting
- Auditing your existing social media
- Audiences and influencers
- Define your channels, topics and uses
- Content manifesto, planner, checklists, tone of voice guide
- Engagement, service and delight
- Your strategy in action: buy-in and implementation
- Write your social media strategy

- Planning, organisation and time management
- Public speaking skills for meetings and presentations
- Stress management for comms pros
- Comms Creatives mindset programme
- Career planning workshop
- Your personal brand and networking
- Influence and leadership
- Train your colleagues to represent your brand on social
- Spark! sessions: Q&A
- Guest speakers
- Comms Creatives mindset programme

##### Content

- Social media videomaking
- Social media for recruitment
- Podcasting for comms pros
- Engaging content bootcamp
- Persuasive copywriting
- Canva skills for graphics and animations
- Social media storytelling
- Digital comms apps & tools
- Social Media Expert Course

- Understanding modern crisis comms on social media
- Content, messaging, tone of voice in a crisis
- Listening, responding, adapting
- Your crisis plan and checklist


#### Wellbeing and creative practice

- The Comms Creativity Course
- 31 Days Of Creativity Challenge
- Monthly Creative Experiences
- Content of the Week
- BVP club (books, videos, podcasts)
- Guest speakers

##### Channels

- Advanced LinkedIn tactics
- Advanced Twitter tactics
- Advanced Facebook tactics
- Advanced Instagram tactics
- TikTok Crash Course
- Meta, LinkedIn and Twitter Ads
- Giphy and GEO
- Reddit, Pinterest and Quora

- Introduction to social strategy
- Analysing social media channels
- Knowing your audience
- Creative content formats
- Creative content planning
- Tone of voice and copywriting
- Visuals and design
- Analytics, evaluation, reporting
- Optimise your social media

 The social media toolkit: guides, templates, calendars and resources



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