

Comms Creatives Academy

Unlimited, access-all-areas training
Boost the whole team's skills & creativity



Member courses & classes

Essentials for the whole team

The latest social skills, tools and trends

IC strategy and tactics

Deep-dive into specific skills

Personal skills to help you thrive

General comms skills	Social media skills		Internal comms skills	Specialist comms skills	Professional development
Comms fundamentals	The Social Media Expert Programme	The Social Media Strategist Programme	The Internal Comms Expert Programme	Email marketing	Pitch your ideas and get management buy-in
Comms strategy	Strategic approaches to social media	What makes an effective social media strategy	Internal comms 101	Podcasting for comms	Comms leadership
Inclusive and accessible comms	Analysing social media channels	Research, environment scanning, insights	How to write an IC strategy	Behavioural science principles for comms	Career planning
The Engaging Content Programme	Understanding your audiences	Defining purpose: goals, mission, and evaluation	Mastering your comms audit	The Crisis Comms Programme	Building boundaries and polite pushback
Planning & principles of engaging content	Creative content formats	Prioritising key audiences and developing personas	Getting to know your internal audiences	Social storms: how crises emerge and escalate	Confident presentations
Easy and compelling: data storytelling & case studies	Creative content planning	Prioritising and analysing social media platforms	Reaching remote, hybrid and non-desk colleagues	Crisis ready: laying the foundations	Improving focus and productivity
Become a media company: episodic and regular items	Tone of voice and copywriting	Crafting content and engagement plans	Crafting an impactful internal comms plan	Message mastery: communicating with impact	Get your dream comms job: interview skills
Content that builds community and chat	Social media visuals and design	Modelling and visualising your strategy	Successful change comms	Crisis control: monitoring, adapting, and learning	The Comms Creatives Ambassadors playbook
Campaign planning	Audience building & community management	Writing, presenting, and gaining buy-in	Powering up internal ambassadors	From Boomers to Gen Z: communicating across generations	Monthly member meet-ups: updates and Q&A
Copywriting	Social media evaluation and reporting	Social media analytics	Proving value through measurement	The Canva For Comms Programme	The Comms Video Making Programme
AI for your comms	Social media listening	Linkedin strategy and tactics	Whatsapp for internal comms	Everyday excellence: designs that deliver	Modern mastery: videos that wow in today's world
The Comms Creativity Programme	Social media engagement: proactive and reactive	Facebook strategy and tactics	Making managers better communicators	Secret weapons: tips, tricks, and time-savers	Storytelling spark: video inspiration to ignite ideas
The Unboring formula: simple, surprising, story-led, relevant	Social media advertising	The TikTok Comms programme	How to run a great employee survey	Motion mastery: videos and animations	Perfectly planned: formats, platforms, and frameworks
Creative sparks: diverge, converge, and ignite ideas	Working with social media influencers	Instagram strategy and tactics	Navigating an internal comms crisis	Evergreen impact: repurpose and reimagine	Smart shoots: filming, editing, and accessibility
Magnetic messages: mix, match, and make magic	How to conduct a social media audit	X/Twitter strategy and tactics	Employee advocacy: get colleagues on social media		
Work, rest and play: nurture your creative superpowers	Adding humour to your brand's social media	Channel hidden gems: exploring Pinterest, Bluesky, Nextdoor, Reddit	Social media for employer brand and recruitment		

Available to join live from our training calendar, or watch on replay any time