



# Comms Creatives Academy

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General comms skills	Social media skills		Internal comms skills	Specialist comms skills	Professional development
Comms fundamentals	<b>The Social Media Expert Programme</b>	<b>The Social Media Strategist Programme</b>	<b>The Internal Comms Expert Programme</b>	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	Introduction to public affairs	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
<b>The Engaging Content Programme</b>	Understanding your audiences	Defining purpose: goals, mission, and evaluation	Mastering your comms audit	<b>The Crisis Comms Programme</b>	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	High performance teams: for comms managers
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	Wellbeing and resilience
Campaign planning	Audience building & community management	Writing, presenting, and gaining buy-in	Powering up internal ambassadors	<b>From Boomers to Gen Z: communicating across generations</b>	Networking with confidence
Copywriting	Social media evaluation and reporting	<b>Linkedin strategy and tactics</b>	Proving value through measurement	<b>The Canva For Comms Programme</b>	Monthly member meet-ups: updates and Q&A
AI for your comms	<b>Social media listening</b>	<b>Facebook strategy and tactics</b>	<b>Whatsapp for internal comms</b>	Everyday excellence: designs that deliver	Podcasting for your brand
<b>The Comms Creativity Programme</b>	<b>Social media engagement: proactive and reactive</b>	<b>The TikTok Comms Programme</b>	<b>Making managers better communicators</b>	Secret weapons: tips, tricks, and time-savers	<b>The Comms Video Making Programme</b>
The <b>Unboring</b> formula: simple, surprising, story-led, relevant	<b>Social media advertising</b>	<b>Instagram strategy and tactics</b>	<b>How to run a great employee survey</b>	Motion mastery: videos and animations	Modern mastery: videos that wow in today's world
Creative sparks: diverge, converge, and ignite ideas	<b>Working with social media influencers</b>	<b>X/Twitter strategy and tactics</b>	<b>Navigating an internal comms crisis</b>	Evergreen impact: repurpose and reimagine	Storytelling spark: video inspiration to ignite ideas
Magnetic messages: mix, match, and make magic	<b>How to conduct a social media audit</b>	<b>Whatsapp for internal and external comms</b>	<b>Employee advocacy: get colleagues on social media</b>	<b>Media interviews - train and support your leaders</b>	Perfectly planned: formats, platforms, and frameworks
Work, rest and play: nurture your creative superpowers	<b>Adding humour to your brand's social media</b>	<b>Channel hidden gems: exploring Pinterest, Bluesky, Nextdoor, Reddit</b>	<b>Social media for employer brand and recruitment</b>	<b>Marketing principles for comms pros</b>	Smart shoots: filming, editing, and accessibility
Automation for processes and workflows	<b>Social media analytics</b>		<b>Storytelling for internal comms</b>		