



Customized Social Media Training Series

This option provides a series of workshops based off of the eBook "Best Practices in Social Media" as part of a 5-part customized series your organization. Each participating member will also receive a content calendar template, a template for tracking ROI, free copy of our "Best Practices in Social Media" eBook and customized suggested content plans/one-sheets based on their current audiences and what they have been doing online thus far.

Prior to the workshop series, Allee Creative will contact your organization to gain better knowledge of the struggles and opportunities when it comes to utilizing social media as part of the organization's overall marketing strategy.

To start, each organization will choose one of the following:

Best Practices in Social Media: An Overview, Level I | 1.5 hour workshop

Taking into account each of the above-mentioned organizations, we'll look at the best uses of social media based on intended reach and business goals. Allee Creative will ask each organization to submit questions they have specific to their business goals and/or questions they have as it relates to using social media for marketing and beyond. **This workshop is geared toward those organizations who are not currently utilizing social media or, for those that may have accounts but are not readily active with those accounts.**

Best Practices in Social Media: An Overview, Level II | 1.5 hour workshop

Taking into account each of the above-mentioned organizations, we'll look at the best uses of social media based on intended reach and business goals. Allee Creative will ask each organization to submit questions they have specific to their business goals and/or questions they have as it relates to using social media for marketing and beyond. **This workshop is geared toward those organizations who are currently utilizing social media and have a handle on the basic functions of those accounts. These organizations are looking for the next level of strategy.**

After the initial overview workshop, each organization will then participate in all of the following:

Best Practices in Social Media: Twitter 101 | 1.5 hour workshop

This workshop in the series takes an individual look at Twitter. Participants will view the ins and outs, explore Twitter features, why it's beneficial for business and brand awareness, understand the privacy settings, and learn protocol for engagement.

Topics will also include:

- Paid content versus organic content/promoted tweets
- Images on Twitter
- Hashtags and keywords
- Character counts, links
- RTs, likes, and other engagement strategies
- Reach, engagement and inviting 'followers' to your feed/account
- Twitter chats and relevancy

***If there are organizations that feel they have a handle on Twitter already, a Twitter 201 class will be held.*

Best Practices in Social Media: Facebook 101 | 1.5 hour workshop

This workshop in the series takes an individual look at Facebook. Participants will view the ins and outs, explore Facebook analytics for tracking ROI, understand the privacy settings for business pages versus personal pages, and learn protocol for engagement.

Topics will also include:

- Paid content versus organic content
- Scheduling posts
- Facebook ads
- Reach, engagement and inviting 'likes' to your page
- Facebook promoted posts
- Content based on reach, engagement and perceived interest



Think.Create.Communicate.

***If there are organizations that feel they have a handle on Facebook already, a Facebook 201 class will be held.*

Best Practices in Social Media: Content Planning | 1.5 hour workshop

Organization at all levels will come back together for this part of the training. Learn how to build a creative, effective online content strategy using social media tools to connect with your intended audiences. During this workshop, participants will learn how to build a solid content strategy plan to effectively transform online content, build relationships and deliver ROI. Components of the workshop will include:

- Building source lists
- Managing content calendars (customized templates provided for each organization/participant)
- Third-party options for content management (tools and tricks)
- Time management and tips for success
- Engagement ideas: contests, user-generated content and more

Best Practices in Social Media: Tracking ROI and Planning for the Future | 1.5 hour workshop

Organization at all levels will come back together for this part of the training. We will discuss how to set up and track social media ROI, including the use of ongoing spreadsheets to track website analytics, social media metrics and percentages/goals. This part of the training will also cover ongoing efforts and how to maintain a successful online content strategy through the use of social media throughout the year.

Each workshop participant will also receive a free access code for a copy of our 28-page eBook, “Best Practices in Social Media” as a reference guide.

Additional options:

1. If there are additional social media channels (ie: Instagram, Pinterest, blogs, etc.) that are of interest, those workshops can be added for an additional fee.
2. Likewise, if organizations would like assistance setting up their social media channels (ie: Facebook page or Twitter account), we are happy to provide that one-on-one service as well for an additional fee.
3. If organizations are interested in on-going content planning and/or help in distributing content on a recurring, monthly basis, retainer rates are available after training is complete.

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