

The Social Media Academy



6 December 2023

Gloucester Brewery, Warehouse 4, West Quay,
Gloucester Docks, Gloucester GL1 2LG

Arrival and Networking: 9 - 9.30am
Sessions start: 9.30am - 4pm
Lunch: Fully funded
Wrap up: 4.30 pm

The Social Media Academy brings experts together to deliver 12 bespoke training courses for beginners in social media from organisations in the VCSE in Gloucestershire. A fully funded event and the first of its kind in the county, The Social Media Academy will see business and VCSE organisations working in partnership to increase the capacity, knowledge, and agility of the sector.

**To Book
click here!**



Session
1

Martin Ebdon: The Lines Group

Importance of a good website

Websites are our window to the world, without a well-functioning website we will continually fall behind. This session will cover: the role of a website, the importance of first impressions, don't make me think, discuss practical things to consider and give relevant real world examples to help you build your best web platform.



Session
2

Danny Matthews: Short Story Ventures

How To Create Scroll-Stopping Graphics with Canva (For Beginners)

You will learn: How to create your marketing graphics for print and online. Social media secrets to get more attention. Using the free (and pro) versions of Canva to power up your marketing.



Session
3

Andy Davies: Digitally Driven Consultancy

Successful Campaign Planning

For any successful Marketing campaign, the planning beforehand is an essential part of any successful campaign – making time to think about the key messages, your audience and how or when to communicate this with your audience will ensure you do not just a good job, but a great job!



Session
4

Chris Burn: (CSRB) & Tim Martin: (Selling Service)

The Rewards and Risks of Social Media

This session will take you through The Charity Commissions requirements for a comprehensive and dynamic Social Media Policy, focusing specifically on the rewards and risks to charities of Social Media. The session will be presented by specialists in Social Media Management and Data Privacy. The outcome will be to provide all attendees with the confidence to implement a charity wide Social Media Strategy.



Session
5

Kira Khoroshilova: Diary of An SEO

The Secret Sauce of SEO Success

SEO often seems like an enigma. I'm here to unravel the mysteries and provide actionable insights so you can go home today and take the necessary steps to improve your website's online visibility! With SEO, you can position your website in front of your target audience online. It's not only the most cost-effective marketing channel but also the one with the highest return on investment.



Session
6

Craig Hellen: Bexmedia

Videos for social - making the most of what you can do yourselves

Supercharge your socials with video. The session will cover various practical and theoretical aspects of social video content for your organisation. Giving hints and tips on topics around audience, planning, creativity, content ideas, content champions and more. Finally a practical demonstration using phones and affordable extras to film an interview.

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Session 7

Abbie Wood, Isabella Goodwin, Hannah Tinsley and Amy Townend
How to create an effective social media plan

A practical guide to creating a social media plan and engaging content to build communities. We'll provide lots of handy hints and tips to easily put into action, enhancing your social media skills.



Session 8

Paul Tyler & Bec Simpson: Benefact Group
Leveraging social media to build a movement for good: Benefact Group case study


The highs and lows of social media. In this case study, Benefact Group will look at how to use social media to build brand awareness. Showcasing the positive impact this can have across a community whilst tackling some of the challenges that come with social media platforms.



Session 9

Daniel Jenkins & Jim Lewis: Wagada
Unlock the power: Supercharge your LinkedIn activity for success in 2024

Join Wagada Digital as they demonstrate the power of personal vs company profiles on LinkedIn, how to optimise your profile, grow your network and connect with your target audiences. We will discuss planning and scheduling creative content that resonates, how to use hashtags effectively and how to manage ongoing engagement.



Session 10

Mark More: South West Cyber Resilience Centre
Digital safety 101

This session will explore the basic measures that you can – and should – take, to keep your organisation safer in a digital age. It will look at the basic measures you can implement to frustrate online criminals, without being a technical expert, will show you how they generally attack, and will explore the free support which you can access in the future. If your organisation has an online presence, a database, or just volunteers who send emails, you'll take something of value from this session.



Sessions 11 & 12

Keeley Knewman-Goodall: Six Waves Digital
Session 11: Blogs - Dive into SEO-Friendly Blog Writing: Making a Splash in the Digital Ocean

Learn why blogging is important for your organisation, how it can help build trust and loyalty with your audience along with best practices and time-efficient ways you can create engaging content.

Session 12: Email Marketing Unleashed - Riding the Digital Wave to Connection

Learn how to create a mailing list, entice subscribers to join and best practices in creating email marketing content that will help promote your organisation.



Keynote Speaker

Influencer: Sophie Wilding
Local Influencing

Sophie opened Imperial Haus, a boutique bar on Imperial Square in Cheltenham at the tail-end of 2020. In 2022 Sophie appeared on the 16th series of the BBC reality show The Apprentice. She has 22K followers on Instagram and will be speaking about how working with local influencers can work for you.



Sponsored by the Benefact Group

