

# SOCIAL MEDIA STRATEGY WORKSHOP



Irish Academy of Public Relations

## Social Media Strategy

Whether you are working within an organisation, an SME or are an entrepreneur, social media marketing is the lifeline of your business. Connecting with your audience through social media engagement brings your business and your product or service directly to your customer. It is not enough to simply be on social media, you need a clearly defined strategy to ensure engagement and impact. Our social media strategy workshop will equip you with the skills to ensure tangible results. You will leave with a clear plan of action that can be implemented in your business to maximise the benefits of social media.

### In this training Workshop, we will cover:

#### Identifying and targeting your audience

- Conduct market research to understand demographics and psychographics.
- Develop customer personas to represent different segments of your audience.
- Use analytics tools to gather insights about your current audience.
- Identify audience pain points, needs, and interests
- Segment your audience for more targeted and personalized messaging.

#### Which platform is right for you

- Evaluate the strengths and weaknesses of different social media platforms.
- Align platform choices with your target audience's preferences and behaviours.
- Consider the nature of your content and which platforms support it best.
- Assess platform demographics to ensure they match your target audience.
- Experiment with multiple platforms to find the most effective ones for your goals.

**Date: 26th  
September 2024  
Time: 10am to  
1pm**

## WORKSHOP STRUCTURE

- Identifying and targeting your audience
- Which Platform is right for you
- Platform and Content Strategy
- Influencer Marketing
- Paid Advertising vs Organic Growth

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## **Platform and content strategy**

- Define clear goals and objectives for your social media presence
- Develop a content calendar to plan and schedule posts
- Tailor content to fit the unique features and audience of each platform
- Utilize a mix of content types (e.g., text, images, videos, live streams)
- Monitor and adjust your strategy based on performance analytics

## **The benefits of influencer marketing and how to use it**

- Leverage influencers' established trust and credibility with their followers.
- Choose influencers whose audience aligns with your target market.
- Develop authentic partnerships with influencers for better engagement.
- Track the performance and ROI of influencer campaigns.
- Use influencer marketing to amplify brand awareness and reach.

## **Paid advertising vs organic growth**

- Understand the benefits and limitations of paid advertising.
- Explore strategies for organic growth.
- Building a loyal, engaged community.
- Consistent, high quality content creation.
- Combine paid and organic strategies for a balanced approach.
- Use analytics to measure the effectiveness of both paid and organic efforts.
- Adjust your strategy based on campaign performance and business goals.

## **We will guide you through:**

- Implementation & Execution
- Monitoring & Evaluation
- Adjustment & Optimising
- Learning & Growth

**Location: Online  
(Zoom)**

**Duration: 3 Hours**

**Fee: €300**