

# **STAND OUT ON SOCIAL BOOTCAMP**

**A practical workshop to  
fast-track social media set up and  
delivery**



# FROM GOOD INTENTIONS...



For owners or leaders who want to get noticed on social, but are having trouble **getting started** or **gaining momentum**.

They know it's an important positioning tool, and yet it seems like it takes **too much time**, there's **too much to know**, it takes **too much effort**?

# TO GREAT RESULTS

You will learn:



## BRANDING

Establish your brand and how to show that through the posts you create and share.



## CONTENT

Create a content plan that will set a regular routine for what you post each week.



## PROCESS

Set up a social habit with systems to scan, store and schedule

# LEARNING OUTCOMES

- 1 Learn the **social platforms** your business should be on and why.
- 2 Evaluate your **personal brand** and how to reflect that through the **content you create and posts you share.**
- 3 Apply practical tools to **craft a content plan** that will set the routine for what you post each week.
- 4 Set up a process to ensure ongoing implementation; e.g. **systems to scan, store and share content.**
- 5 Identify essential actions on how **to set up your video or audio posts**, and how to **craft content that gets clicks**
- 6 Identify how to **create a weekly routine** and **develop targeted plans** for marketing communication through social media channels.

# WORKSHOP OUTLINE

## PRE-PROGRAM

- Personalised Invitation and context setting
- Access to video tutorials for how to set up Facebook, LinkedIn, Twitter and Instagram

## PART 1

### WHAT MAKES SOCIAL STAND OUT?

Facebook  
Twitter  
LinkedIn  
Instagram

### STAND OUT BRANDING

Who is your brand?  
How to apply it (how to create posts that make you stand out)

## PART 2

### STAND OUT CONTENT

What makes great content?  
Design your content plan  
Crafting compelling content on video, podcast and blogs

### STAND OUT DELIVERY

Find the rhythm and routine for your weekly social media.  
Create systems to scan, store and share your content.  
Final notes on measurement and governance.

## AFTER THE WORKSHOP

- 14 Day Challenge with support and tools to implement what you've learned
- Access to online resources and Facebook Group for support

# ABOUT KIRRYN ZERNA

Kirryn Zerna has worked with large and small businesses to create remarkable brand communications for over a decade, and now she builds that capability into the organisations that she works with.

She combines her deep experience of corporate communications and copy writing with the latest research of social media management to deliver a tailored approach for her clients.

She has led and contributed to content marketing strategies, social media plans and employee engagement strategies for countless transformation programs including workplace of the future cultural change, IT transformation, organisational restructures and employee engagement programs.

During this time she has worked for the financial services sector, NSW government, local government and small to medium businesses.



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