



# Building Campaigns on Social Media Platforms

## Introduction

Are you looking to start to use social media to promote your organisation and engage with your audience? Do you currently use social media, but are unsure how best to build your campaigns?

## What will I get out of it?

Our bitesize sessions will introduce you to the chosen platform, and look at creating a campaign, ad types and how to track your results.

Our tutor will walk you through step-by-step, as they create a demo campaign on the platform, highlighting considerations and proving top tips as they go.

At the end of the session, you will be provided with a crib sheet to take away to guide you as you develop your own campaign, providing you with instructions and considerations to ensure you maximise your campaigns success.

## Who is it for?

This workshop is designed for individuals who have responsibility for managing the organisations social media channels and are looking to understand how to effectively create a campaign.

We recommend that participants have some previously knowledge/experience of the chosen platform to get the most from the session. While this isn't compulsory, if you are new to social media content creation, you may wish to attend our Getting the Most from your Paid Media workshop first to get a broader understanding.

## Available Sessions:

Sessions are available for the following platforms:

- Facebook/Instagram (3 hours)
- LinkedIn (2 hours)
- Snapchat (2 hours)
- TikTok (2 hours)

## Duration

- Facebook/Instagram (3 hours)
- LinkedIn (2 hours)
- Snapchat (2 hours)
- TikTok (2 hours)

## Dates

Contact our Digital Skills team for upcoming workshop dates

## Timing

- Registration: 15 minutes before start time
- Session: session times will be confirmed on the booking form with the available dates

## Location

Online

## Cost

Fully subsidised for Workforce for the Future registered SMEs

## Book your place

Contact our Digital Skills team to book your place on the next workshop

## Contact

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