



Social Media Writing for PR and Marketing

25-26 February, 2017

8:30am – 5:00pm

Sunway Hotel

Agenda and Topic Highlights

Day 1: 25 February, 2017	8:30am – 10:00am
Session 1	
Overview of Social Media Marketing and Advertising	<ul style="list-style-type: none"> • Quick Facts of Social Media • Influences of Social Media • Social Media as Marketing and Advertising Strategies • The Opportunities and Limitations of Social Media for Marketing and Advertising
Group Workshop: Case Study	<ul style="list-style-type: none"> • Group Workshop will allow participants to have an opportunity to work in group and discuss over an interesting case from a real product or service of a company, stressing on how social media influences consumer behavior toward a product or service.
Group Presentation: Presenting the Findings of the Case Study	<ul style="list-style-type: none"> • Allow a group representative to present the group's findings to the class, supported by other group members.
Session 2	10:30am – 12:00pm
Introduction to and Types of Social Media Writing	<ul style="list-style-type: none"> • What is and Why Social Media Writing • Defining the Audience • Social Media & Communication Strategy • The Communication Messages • Types of Social Media Writing
Writing Short, Simple Messages	<ul style="list-style-type: none"> • Elements of General Text Messages for Social Media • Principles of Effective Social Media Writing • Link and landing pages
Writing Headlines for Social Media Posts	<ul style="list-style-type: none"> • What Needs and What Doesn't Need a Headline • How to Write Different Headlines for Different

	Messages
Session 3	1:30pm – 3:00pm
Writing Commentary Messages	<ul style="list-style-type: none"> • Commentary Message: Definition and Importance • The Key Elements of Commentary Messages • How to Write a Good Commentary Message for Different Social Media Platforms
Writing Public Announcements	<ul style="list-style-type: none"> • What is a Public Announcement • The Key Elements of Public Announcement • How to Write a Good Public Announcement
Session 4	3:30pm – 5:00pm
Writing Action-Oriented Messages	<ul style="list-style-type: none"> • What is an Action-Oriented Message • The Key Elements of Action-Oriented Messages • How to Write a Good Action-Oriented Message for Different Social Media Platforms
Writing Anecdotal Messages	<ul style="list-style-type: none"> • What is an Anecdotal Message • When It Is Used • The Key Points of Anecdotes for Social Media • The Links and Landing Pages • How to Write an Effective Anecdote
Day 2: 26 February, 2017	
Session 5	8:30am – 10:00am
Writing Sale-Lead Messages for Products and Services	<ul style="list-style-type: none"> • Understanding the Differences between Sale-Lead and Sales Pitch Messages • Writing a Sales Lead Message for a Tangible Product and a Service • Writing a Sales Pitch Message Tangible Product and a Service
Writing “Release Messages” for Products and Services	<ul style="list-style-type: none"> • Understanding a Release Message for Social Media Marketing • Writing Product Release Message for Different Types of Social Networks • Writing Service Release Message for Different Types of Social Networks
Session 6	10:30am – 12:00pm
Editing and Proofreading	<ul style="list-style-type: none"> • Checking and Verifying the Meanings of the

	<p>Messages</p> <ul style="list-style-type: none"> • Checking Spelling Errors • Checking Grammatical, Structural, and Style Errors • Checking and Verifying the Links and Other Elements
Do's and Don'ts on Social Media Platforms	<ul style="list-style-type: none"> • Understanding the Ethical and Best Practices in Social Media Marketing • What to Avoid on Social Networks
Session 7	1:30pm – 3:00pm
Developing a Social Media Marketing Plan	<ul style="list-style-type: none"> • Detailed, Step-by-Step Guides to Developing a Social Media Marketing Plan
Group Workshop: Developing a Social Media Marketing Plan	<ul style="list-style-type: none"> • Each of the assigned groups will be provided with different subject organizations (either profit or non-profit) for the discussion and development of social media marketing plan • Each of the assigned groups will have an opportunity to discuss, share ideas and practice developing a social media marketing plan
Session 8	3:30pm – 5:00pm
Group Presentation: Social Media Marketing Plan Presentation	<ul style="list-style-type: none"> • A member of each of the assigned groups will come on stage and present the plan to the class • The class may question, and the presenting group members can help

Registration

Ms. Chhoeurn Sonita, General Manager,

H.S. Alpha Media & Communications

Tel: 012-90-63-40 / 012-64-24-66/ 086-7777-34

Email: hsalphamedia@gmail.com / info.hsalphamedia@gmail.com

Website: www.hsalphamedia.weebly.com

Address: #113 (Parkway Square), 2nd floor, Mao Tse Tung Blvd, Tuol Svay Prey 1, Phnom Penh, Cambodia