

## Writing skills for Social Media («SFSM»)

Social media is changing the way we communicate. Dialogue, sympathy, closeness and communication at eye level are in demand. How does this affect texts? And how can you optimize your text output with AI?

**Duration:** 1 day

**Price:** 850.–

**Course documents:** Digital handouts

### Content

In this course, you will learn how to write cleverly and successfully for social media. You will train intensively to reduce texts to the core message and actively involve users in the dialog, regardless of whether it concerns platforms such as Instagram and Twitter (currently X) or blogs, newsletters and ads.

- Basic rules for fluent, comprehensible formulation
- Dos & don'ts for texts on the social web
- Shorten, polish and experiment with your own texts
- Targeted communication: Meet the needs and interests of your target group
- AI as a sparring partner: Optimize your writing process with artificial intelligence

### Key Learnings

- Basic rules for fluent and comprehensible writing
- Writing crisp and meaningful texts for social media
- Addressing the target group with professional texts
- Optimal use of AI (artificial intelligence)

### Methodology & didactics

This interactive course takes place in groups of a maximum of 16 people. Participants bring their personal learning objectives and their own case studies for discussion and inspiration. There is a strong emphasis on discussion, sharing experiences and collaborative problem solving to create an interactive learning environment.

This course is also part of the [Social Media Marketing Starter Kit](#).

### Target audience

This course is suitable for anyone who uses social media as a professional tool.

### Additional information

**Please bring your own laptop.**

You can use it to save what you have been shown and learned directly to your environment and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. In this case, please contact [info@digicomp.ch](mailto:info@digicomp.ch) after registering for the course.

## Further courses

- Content Marketing and Content Strategy («CONTEN»)
- Storytelling and Positioning in a Digital World («STORYT»)

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-writing-skills-for-social-media](http://www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-writing-skills-for-social-media)