

writers write



## The Complete Blogging and Social Media Course

We have a following of more than **500 000** fans across various social media. More than 90% of our business comes from our blogging and social media platforms. This course is based on what we did to achieve this.

This course teaches you how to structure your company's information so that blogging and social media work for you. We will help you create a platform that allows people who use social media to find out about you, your services, and your products.

### Day One

1. **Introduction**
  - a. What is social media?
  - b. Why do we need it?
  - c. Social Media Statistics
2. **The Secret Of Successful Social Media – The Blog**
  - a. What is a blog?
  - b. Why you need a blog and how to use it for social media
  - c. How to write for a blog
  - d. How to write blog headlines
  - e. Blogging platforms
  - f. How to make money from your blog
3. **Setting Up Your Blog**
  - a. What are you going to blog about?
  - b. The About Us and Contact Page
  - c. Bio and FAQs page

### Day Two

1. **The Big Six**
  - a. The pros and cons of the most popular platforms
  - b. How do you decide which platforms are best for your needs?
  - c. How to write for the different social media platforms
2. **Timing And Frequency Of Social Media Posts**
  - a. When should you post?
  - b. How often should you post?
3. **From Your Blog To Social Media**
  - a. How to make your content work for you on social media
  - b. Setting up a social media calendar

### When?

29-30 May 2018

10-11 July 2018

11-12 September 2018

13-14 October 2018 (weekend option)

27-28 November 2018

**How long?** From 08:30 – 16:30 for two days

**Where?** 10 Bompas Road, Dunkeld North, Johannesburg

**How much?** R8 500, 00

**How to book?** Please complete the registration form and follow the payment instructions. We will confirm your place on receipt of both the form and the proof of payment.

We offer discounts for group bookings and for in-house training. If you are interested in this option, email [news@writerswrite.co.za](mailto:news@writerswrite.co.za) for details.



Your facilitator is Mia Botha who teaches creative writing, business writing, blogging and social media courses for Writers Write. She is also a novelist, a ghost writer, and the winner of the Mills&Boon *Voice of Africa* Competition. Don't miss her weekly blog for Writers Write on [www.writerswrite.co.za](http://www.writerswrite.co.za) Follow Mia on Pinterest, Facebook, Instagram, and Twitter.

## All About Writers Write

Our motto at Writers Write is 'Write to communicate'. We believe in the power of words.

### Other Courses

We offer practical, inspiring courses in blogging, business, and creative writing.

Course	Description	Cost
<a href="#">Writers Write</a>	How to write a book	R7 900, 00
<a href="#">The Complete Blogging &amp; Social Media Course</a>	How to write for the web	R8 500, 00
<a href="#">The Plain Language Programme</a>	How to write for business	R8 500, 00
<a href="#">Can I Change Your Mind?</a>	How to write speeches	R8 500, 00
<a href="#">Short Cuts</a>	How to write a short story	R2 875, 00
<a href="#">Kids Etc.</a>	How to write for children	R2 875, 00

### Business Writing

Our courses comply with the Consumer Protection Act.

We teach people to write for business on The Plain Language Programme. We have trained many companies including Penguin Random House SA, the Department of Science and Technology, the PSA, Tiger Brands, Discovery Health, PPS, Bombela, CHIETA, Ogilvy, Metropolitan, Momentum, CSIR, SARGF, and Standard Bank.

Our other business services include editing, copywriting, plain language consultancy, and writing business stories for companies.

### Creative Writing

With more than 120 Writers Write graduates from our creative writing course published, we feel confident that Writers Write – how to write a book is the perfect course for aspiring novelists, memoirists, ghost-writers, and writers of non-fiction.

We also offer manuscript appraisal services and ghost-writing referrals.

### Socially Speaking

We also teach people to write for social media.

We have a social media following of more than 500 000. The Complete Blogging and Social Media Course is a two-day course that shows you how we do it.



### Contact Details

Email: [news@writerswrite.co.za](mailto:news@writerswrite.co.za)

Web: [www.writerswrite.co.za](http://www.writerswrite.co.za)

Fax: 0112828890

## Writers Write Course Registration Form

(Please fax to [0112528890](tel:0112528890) or email to [news@writerswrite.co.za](mailto:news@writerswrite.co.za))

<b>Name of course</b>	
Date of course	
Location	
Referred by	

### DELEGATE

First name	
Surname	
Work phone	
Cell	
Email	
Identity number	
Postal address	

### COMPANY DETAILS (If applicable)

<b>Company name</b>	
Registration #	
Purchase order #	
Physical address	
Postal address	
Company VAT #	
<b>Authorised by</b>	
Position in company	
Email	
Work phone	
Feedback sent to?	

<b>Payment method</b>	
<b>Date of payment</b>	

**Our banking details:** Writers Write Academy and Projects (Pty) Ltd, Bank: Nedbank, Branch: Hyde Park, Cheque account number: 1017213895, Code: 197205  
**Via credit card:** [Online Payments](#)

Payment must be made in full 21 days prior to training.

I acknowledge that all course material is copyrighted to Writers Write Academy and Projects (Pty) Limited and I will not use it without written permission.

I accept that a penalty of 50% will be charged if I cancel less than 21 working days before the start of the course. Writers Write Academy and Projects (Pty) Limited reserves the right to cancel any scheduled course should there be less than six delegates (Johannesburg) or eight delegates (Cape Town & Durban) booked for the course. All delegates shall be moved to attend the next scheduled course and shall not be entitled to a refund. In the event that Writers Write Academy and Projects (Pty) Limited cancels a scheduled course for reasons beyond its control, such as (but not limited to) a facilitator becoming ill or electricity outages, Writers Write Academy and Projects (Pty) Limited shall notify delegates as soon as it is able. In this event, the delegates will be notified of the next course dates, and will be moved to the next suitable course date.

I accept that I will forfeit the course fee if I do not cancel, and do not attend, the course for which I am registered.

Signature	
Full Name	
Date	