



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Writing for Social Media: *Engaging the Masses, Encouraging Customer Loyalty*

Why You Should Attend This Course:

Organisations are increasingly leveraging on social media to either supplement or, in some cases, replace traditional media as a means to reach out to existing and potential customers. These organisations view social media such as blogs, Facebook pages and Twitter feeds as cost-effective alternatives that seem more personable to their target audience. But one of the problems encountered after implementation is: what's next? One misconception is that once the social media platform is set up, the target audience will automatically visit the site.

A challenge would be creating an environment that's attention-getting, constantly updated, engaging, personal and even fun! This friendly feel is often due to the way the message is conveyed and how the audience is addressed. Then the question arises: How does the social media writer address the faceless masses that make up its audience? Many organisations launch social media offerings but few truly succeed in establishing a loyal base of customers. This course will help you work towards creating and maintaining a steady stream of existing and potential customers who keep coming back for more.

**Note: a laptop is essential for this course as participants will be expected to log on to FaceBook and Twitter to post entries as well as write short articles for blogs etc.*

Course Outline:

1. The difference between Print, Speech and Social Media
2. Purpose, Audience, Content
3. Broadcasting your message vs. Addressing your audience
4. Engaging Your Audience: Give them a reason to hang around your FaceBook group
5. Creating a buzz: Is your Twitter tweet worth tweeting about?
6. Your organisation's online persona: Not just a faceless entity
7. Your audience's online personae: Not just the nameless masses
8. Writing style: Clarity, Conciseness and Correctness
9. Clarity: don't make your audience think too much
10. Conciseness: Using simple sentence structures, LIB method to create scannable text
11. Correctness: simplifying information flow, verifying facts, proofreading
12. Grammar: does it go out the window when it comes to Social Media?

Who Can Benefit?

Marketing Communications and Corporate Communications personnel as well as stakeholders and appointed bloggers, writers, media creators of the organisations' social media platforms will find this course a helpful introduction to the challenges of writing for the faceless masses – web users who are also their customers or potential customers.

Trainer's Profile:

Gael Lee conducts training in communications skills for tertiary students and working adults. A book editor and copywriter by profession, Gael has worked in the book publishing industry for a decade before setting up her own copywriting/training business. Her clients range from public service agencies and banks to interior design companies.

Gael holds a Master of Arts Degree (Language Studies) awarded by the National University of Singapore. As a copywriter, Gael has worked on numerous projects including copy for companies in the travel and leisure, food, delivery, finance and medical industries. She has worked with government agencies, private companies and ad agencies.

Gael has written web content and online articles for a number of organisations. She has also written guest blog posts. A corporate trainer specialising in written communications, Gael has been conducting several workshops including Copywriting and Writing for Publications. A self-professed tech-savvy Facebook member and Tweeter, Gael believes that the time of Web 2.0 is truly a great time to be a writer.

Date:

1 Mar 2012
11 May 2012

Course Fees:

S\$420.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Writing for Social Media <input type="checkbox"/> 1 Mar 2012 <input type="checkbox"/> 11 May 2012 (9.00am to 5.00pm) S\$420 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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