



SOCIAL MEDIA TRAINING

- 1-2-1 sessions for individuals or small groups
- Large scale group workshops
- Delivered online or in-person

www.introtweet.com



SOCIAL MEDIA TRAINING - AN INTROTWEET SERVICE

Social Media can be an incredibly powerful platform through which to promote your organisation. At the same time it can also be incredibly confusing and difficult to maximise correctly! Our bespoke training sessions, delivered either online or in-person, will provide you or your wider team with the tools and confidence required to maximise the impact of your social media marketing.

All Introtweet Training Services are bespoke and individually curated by our designated Training Lead Peter Andrews, a former teacher with 14 years of experience delivering social media training. Peter also consults with the University of Exeter and is currently working with them on a Masters Module, delivering lectures and managing the current module course materials and assessment criteria.

Introtweet's training services range from small 1-2-1 sessions with individuals or small groups, to large scale workshops for groups and we will advise on the best approach for you and your organisation.

1-2-1 SOCIAL MEDIA TRAINING

- Available online or in-person
- Choose between a 3 hour one-off session, or 10 hours of continuous training available over a time period of your choosing.
- All sessions include accompanying resources and session recordings (online).
- 3 months of expert aftercare included.
- For individuals or small groups up to 4 people.



What to expect

- A unique opportunity for personalised Social Media training. Prior to the session you will receive a questionnaire enabling our team to plan a tailored session bespoke to your needs.
- All content tailored to your business, your target audience & your personal stumbling blocks and challenges.
- Analysis of the latest & most important Social Media features for your business.
- Tips, tricks & ideas to help you increase your Social Media presence & success and help you hit your personal targets. For example, sales, website traffic, brand awareness etc.
- You will leave not just with new knowledge, but a new and achievable plan of action.
- All online sessions are recorded, meaning you can access the training again & again whenever it suits you.
- 3 months of expert aftercare to ensure you stay on track and stay updated regarding exciting changes and new features.



Had a superb 1 2 1 social media workshop with Pete. It was extremely well organised and perfectly tailored to my needs. We covered Facebook and Instagram in depth - all my questions were answered and many areas covered that I hadn't even considered. I have joined the school of social media which will be invaluable, and won't hesitate to do further workshops for other social media platforms I want to try in the future. This workshop has given me the knowledge and confidence I need to successfully move forwards with my business. Highly recommended.

- Facebook Review

1-2-1 SOCIAL MEDIA TRAINING - PRICING

In-person or online.



Platinum Training

- 10 hours of social media training
- 5 x 2-hour sessions spread across a time span of your choosing
- Consistent support, feedback & audits throughout the training delivery
- £949 +VAT for one attendee, with an additional £100 per additional attendee [attendees need to be from the same company].

Gold Training

- £394 + VAT for a 3 hour bespoke training session for one attendee
- £459 + VAT for a 3 hour bespoke training session for two attendees
- £479 + VAT for a 3 hour bespoke training session for three attendees
- £499 + VAT for a 3 hour bespoke training session for four attendees

For five people or more, please consider a social media workshop. Please note there will be an additional expenses charge for any training that requires travel of more than one hour from Taunton.



Our recruitment team in Somerset County Council had an extremely useful (and fun!) session with Introtweet, it was made very relevant to us and they gave so much thoughtful advice and so many ideas to take forward. The overview of the other main social media platforms was very helpful and will help us in planning our next steps once we progress from Facebook.

-Somerset County Council

SOCIAL MEDIA WORKSHOPS

Our expert team will liaise with you to understand your unique requirements before developing and delivering a bespoke workshop that addresses your specific needs.



What to expect

- A bespoke workshop tailored to your specific needs, stumbling blocks & targets.
- A questionnaire sent to all attendees prior to the workshop to enable a personalised workshop to be planned. This leads to a differentiated session tailored to the ability levels of everyone in the room.
- Tips, tricks & strategic ideas to increase your Social Media presence & success.
- Our associated resources (including full recording for online sessions).
- A three or six hour workshop delivered at your premises or online.
- An interactive, inspiring & fun session full of activities, group work and live demonstrations.
- Discussion of individual & company wide Social Media marketing plans.
- Discussion (where appropriate) of your Social Media policy.
- Optional, but recommended, aftercare service to ensure all attendees can stay up to date and supported following the session.



"My brief was clear, I wanted a course designed to explain clearly what Social Media means to the Superyacht Industry, why we should use it and what it means to our business. With delegates ranging in age and experience it was a wide complex brief. I was keen to create a workshop that would focus on the key areas, involve our competitor set and be interactive.

Introtweet not only understood the brief but delivered it to perfection holding the room for the entire day, no mean feat when you have 20 people glued to their mobiles 24/7! I would have no hesitation in recommending Introtweet and the fact that every delegate is now posting confidently, with a far greater understanding is proof of how successful the course was."

- Richard Shead, Burgess Yachts Brokerage Sales and Marketing Manager

SOCIAL MEDIA WORKSHOPS - PRICING

In-person or online.

3 hour Workshop

- For up to 10 attendees - £700+ VAT
- For up to 15 attendees - £1050 + VAT
- For up to 20 attendees - £1400 + VAT

6 hour Workshop

- For up to 10 attendees - £900+ VAT
- For up to 15 attendees - £1350 + VAT
- For up to 20 attendees - £1800 + VAT

For fewer than five attendees, please consider a 1-2-1 Social Media Training Session. Please note there will be an additional expenses charge for any training that requires travel of more than one hour from Taunton.



I approached Introtweet with a view to delivering 7 training events across the country to upskill the professional cricket development workforce responsible for growing participation in the sport. From the very start Introtweet were extremely supportive and happy to visit all corners of the country. After sorting dates, they engaged with all the individual session leaders who supplied them with some local context, and set up the self-assessment questionnaires so Introtweet could tailor the content of each session.

The feedback has been excellent from all the events and by the end we'll have trained in excess of 100 staff. I'm sure the cricket industry will call on Introtweet again in the future to continue to develop our staff in the significance of using social media effectively.

- Joe Dale, Regional Youth Participation Executive (South Central) England and Wales Cricket Board



"Thank you for delivering the three fantastic Social Media training sessions. I've received some really positive feedback, and we're looking forward to seeing an uplift in activity following our training the Introtweet way!"

- Adrien Burnand, MDL Marinas, Head of Marketing

"I would like to say a HUGE thanks for the excellent Social Media Training Workshop that you delivered to our staff on 20th February. I've not seen the team as engaged in a workshop, or speak so positively about a training day like they did on, and following the day with you both.

The team really valued the information provided and the way in which it was presented – so much excellent content, hints, tips & tricks provided, but in such an easy to understand format. As a result of the learning on the day, the content that is being shared on the County Boards channels, along with the timing of the posts, engagement levels, calls to action etc, has all vastly improved and this is testament to the excellent training provided. I really look forward to seeing how the County Boards use their respective channels to engage with their audiences, drive interest and convert their interactions into sign ups/new participants for this summers National Programmes.

Once again, many thanks for an excellent training session and I hope to share further experiences with Introtweet in the future."

-Ben Cuthbertson

"I have used Introtweet for training in a previous role, so when I moved to Exeter School I was very keen to get them involved with upskilling the department. Pete is incredibly knowledgeable about the subject and very quickly engages with his audience and puts them at ease. The three hours flew past in a blur of algorithms and creativity. I can already see renewed enthusiasm in the team and look forward to the social media content going forward."

-Liz Williams, Exeter School



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