

ESSENTIAL COMMS SKILLS BOOSTER

**Basic skills to bring you up to speed
across five hour-long sessions**

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Future comms made easy



About the trainer

An experienced digital communications specialist Dan Slee has developed some of the most popular training programmes in the UK.



More than 3,000 people from 500 organisations have taken part in training sessions he has developed over the last five years.

His background is as a journalist where he worked before spending an almost a decade in local government communications.

An early adaptor of digital communications, Dan set-up one of the first 100 government Twitter accounts in the world and started blogging in 2008.

Dan co-founded commscamp which has turned into the largest unconference for public sector PR and comms people.

He also co-founded the Public Sector Comms Headspace Facebook group which has grown to be the sector's largest online community.

Dan is a former member of The Guardian's Public Leaders editorial board and a current member of the CIPR Local Public Services committee.

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What you'll learn

Someone baffled at the pace of change in comms once in asked me if I could offer a workshop that nailed all the key things that comms people need. This is it.

It's a workshop that draws from almost 20 years experience working for and with PR and communications mainly in the public sector.

My aim is quite simple. I want to make life easier for you and I want you to look good in front of your boss.

How? I do the hard work by researching the trends, the data, the best practice, the good content, the algorithms and what's on the horizon.

This isn't a workshop about hipster trends but a hard-headed look at what actually works so you have the tools to impress the heck out of your boss and your clients.

There's a mix of traditional skills and cutting edge digital skills. It's fine to create engaging content but unless you can create and execute an effective comms plan you're struggling.

With five individual sessions delivered online each lasting an hour they fit into a busy day, too.

- Dan Slee

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Session #1: UNDERSTANDING THE MEDIA LANDSCAPE AND COMMS PLANNING & EVALUATION

For the first session we'll start with the basics. We'll pin down the UK media landscape and which demographic is using what channel in the UK. Then we'll look at comms planning and evaluation.

What you'll learn

- Social media use by demographic.
- How to calculate traditional media reach in your area.
- How to create a communications plan.
- How to navigate common problems when drawing-up a comms plan.
- A guide to GCS and Amec principles around evaluation.

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RESOURCES

A vanilla video delivery of the session to refresh your memory, slides, and a downloadable comms plan template.

Session #2: CREATING CONTENT AND UNDERSTANDING THE ALGORITHM

Now we understand the media landscape we'll look at how to create effective content.

What you'll learn

- What makes people share content?
- Who to feature in your content to make it cut through.
- What the balance of call to action versus non-call to action content should look like.
- What the all-important algorithms say for Facebook, Twitter, Instagram, LinkedIn and TikTok.

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A vanilla video delivery of the session to refresh your memory and slides.

Session #3: UNDERSTANDING NEW CHANNELS

As we'll see, the media landscape never stands still. We'll look at which channels are emerging so you know their strengths and weaknesses so you can decide whether or not they are worth investing your precious time in

What you'll learn

- What Nextdoor is and how it can work for you.
- What WhatsApp for Business is and how it can work for you..
- What TikTok is and how it can work for you.

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A vanilla video delivery of the session to refresh your memory and slides..

Session #4: CONNECTING WITH FACEBOOK GROUPS

Facebook has more than 40 million users in the UK and two thirds of them will use Facebook groups. If you are trying to reach a community of interest or people who live in a village, town, suburb or housing estate this needs to be part of your strategy.

What you'll learn

- What the strategy should look like for using Facebook groups to amplify posts you make to your Facebook page.
- What role Facebook groups can play in your communications strategy.
- The benefits of creating your own Facebook group as an organisation.
- How best to connect with Facebook group admin.

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RESOURCES

A vanilla video delivery of the session to refresh your memory and slides..

Session #5: WHEN TO ENGAGE AND HOW TO DEAL WITH COMMENT, CRITICISM AND ABUSE

The theory of how to communicate is fine. But what happens when people shout? I'll use my knowledge of being a social media admin to give you a process that will put you on a steadier footing.

What you'll learn

- Why social media house rules are important.
- How you can adapt a strategy through using a decision making flow-chart on how and when to respond..
- How to respond to comment, criticism and abuse..
- Some practical examples for you to deal with.

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RESOURCES

A vanilla video delivery of the session to refresh your memory, slides and an engagement decision making flowchart.



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TESTIMONIALS

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*“A great opportunity to step away from the crazy day job and just take a deep breath and think about how we're doing comms and where we can make small changes to have much bigger impact. Also, a good chance to brainstorm some ideas and look at what others are doing. **Dan is a great guide and his knowledge and experience is always welcome and respected.** Thoroughly enjoyable and refreshing.”*

Lou Spolton, communications manager North Northamptonshire Council

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"Great bitesize course that focuses on the very latest for public sector social media and ways to combat the key things that keep comms people up at night. Always find Dan's insights really useful and they help me massively in my day job."

Kara Skehan - Freelance Marketer, Yorkshire Medical Marketing

*"Not only did I really enjoy the sessions, thanks to Dan's friendly and accessible delivery, but I learned a lot. The sessions not only **sparked new ideas, but also reaffirmed things I'm doing** and gave me the confidence to continue to experiment in my role as a digital communicator. - James Clarke
Thanks again for running these Dan!"*

James Clarke, Replenish New Media

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“Dan’s courses are awesome – they’ve been vital in helping keep the knowledge and skills of me, and those of my teams, up-to-date and relevant for the job we need to do. The high-quality content is delivered in a way that’s fun and engaging, and means we go back to the day job ready to apply what we’ve learned immediately. A Dan Slee workshop is well worth signing up to as its time, and training budget, well spent.”

Bridget Aherne, public sector communications lead and former winner CIPR PR director of the year.

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COSTS

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Book a workshop place

The workshop is delivered through Zoom across five hour-long sessions spread across a number of weeks.

Dates and times can be found at danslee.co.uk/online-training/

Costs are £195 + VAT per person for the full programme or £60 + VAT per individual session.

Train your team

The workshop is delivered through Zoom across five sessions which are each an hour long spread across a number of weeks.

Dates and times to suit you.

Costs are a flat rate of £1,300 + VAT for up to 10 attendees.

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HOW TO BOOK

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Say hello

For more information or to book drop email Dan on dan@danslee.co.uk or contact via the webform at danslee.co.uk/online-training/

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