

Training Webinar To Help Businesses Create A Social Media Strategy & Plan For 2022

New training session set to help business owners and social media managers create an actionable social media content strategy and plan.

BELFAST, NORTHERN IRELAND, COUNTY ANTRIM, UNITED KINGDOM, January 1, 2022 /EINPresswire.com/ -- As many business owners work on their 2022 marketing and communications strategies and plans many will struggle to figure out what to do with their social media in the year ahead.



Trainer Tina Calder of Excalibur Press

A new training session by UK company [Excalibur Press](#) is set to help business owners, social media managers and staff responsible for looking after social platforms create an actionable social media content strategy and plan.

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In this session we're going to focus on helping people understand the practical steps they need to take in order to create a basic social media strategy for the year ahead.”

*Trainer Tina Calder of
Excalibur Press*

Delivered by trainer and content strategist [Tina Calder](#), the session *How To Set Up Your Social Media Content Strategy & Plan For 2022*, which takes place on Friday January 7, will take attendees through the basics of what they need to know in order to maximise their social media use in the year ahead.

Speaking ahead of the session Tina Calder said: “For many businesses social media can be the headache that just won't go away. Everything from lack of time, resources and finances to a lack of technical skills and content ideas can turn managing social media into a nightmare for many

people.

“As the number of platforms increase in number and audience expectations change it's not easy

to keep on top of your social platforms in a streamlined way that is beneficial for your business.

“In this session we’re going to focus on helping people understand the practical steps they need to take in order to create a basic social media strategy for the year ahead and show attendees how to make a plan, where to get ideas and how to execute good infrastructure social media content creation in bulk.”

The 90 minute session will also take attendees through each of the platforms and the most important features as well as helping develop ways to brainstorm content, get their staff and colleagues involved and how to fit social media into a wider marketing and communications strategy.

Tina added: “Throughout this session I will be revealing all the tools we use at Excalibur Press to create good quality content for our clients as well as lift the lid on the secrets other social media professionals don’t want you to know.

“By demystifying how to optimise your social media content creation and showing attendees how to integrate social content into all aspects of the customer journey I hope that businesses and individuals will be much more confident about creating great social media content throughout 2022.”

For more information and booking details for How To Set Up Your Social Media Content Strategy & Plan For 2022 on Friday January 7, go to <https://excaliburpress.co.uk/social-webinar-2022>

Tina Calder



Is it time to get your social media strategy and plan under control?



HOW TO SET UP YOUR SOCIAL MEDIA CONTENT STRATEGY & PLAN FOR 2022

In this session you will learn quick and easy tactics to create a social media content strategy and plan to get you taking action quickly this year.

Register now!

eventbrite

Friday 7th January
10am - 11.30am

excaliburpress.co.uk/events

Poster for Tina Calder of Excalibur Press webinar How To Set Up Your Social Media Content Strategy & Plan For 2022

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