



GuideSmarts



SOCIAL MEDIA SKILLS COURSE



PRESENTED BY

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Course Objectives

- ★ To provide an overview of promoting yourself via social media platforms.
- ★ To provide tips for effective social media posts – what gets attention!
- ★ To introduce the effective use of Instagram as a promotional platform.
- ★ To demonstrate how to effectively use video in your social media.
- ★ To introduce some (low cost) devices that can be used with your phone to shoot better videos.
- ★ To make your tour appeal to a domestic audience.

By the end of this course you will:

- Have shot a 'perfect' presentation video of yourself and/or your tour.
- Know what Instagram is, how you can use it, and have started your own page.
- Have formulated your niche tour and have 'hooks' ready to make tourists pick you.
- Learn how to write impactful social media posts that sell you and your skills.

Skills you will acquire

- How to effectively market yourself on-line.
- Techniques for shooting professional looking videos of you and of your tours.
- How to create and market niche tours to make yourself stand out.
- Gain confidence online.
- Grow Self-esteem.

This course is aimed at:

1. Keeping the spirit of GuideFest going and meeting like-minded people.
2. Being busy with an activity, which will benefit you in the future - the internet is here to stay!
3. Learning some new practical skills to get back to work!

What do I need to participate in the Course?

- Commitment for all 6 sessions. It's a closed class, you cannot join for just one session!
- Smartphone to shoot videos
- Zoom access. All sessions will be delivered via Zoom
- Have a Facebook Account
- Willing to learn from mistakes (we all make them!)
- Desire to see your skills grow

Course outline

Proposed starting date 18/11.

The course will run over 3 weeks and consist of 6 sessions (60 to 90 minutes) twice per week on Wednesdays and Mondays. There will be 3 theory and 3 practical sessions with project work in between.

Lesson 1

- Introduction (get to know each other in a friendly environment)
- “How to shoot a great video on any smartphone - Do’s and Don’ts” *Facilitator: Melanie Uhlig*

Project:

- Shoot a 30 second video
- Upload it to the dedicated closed group Facebook page.

Lesson 2

- Feedback on 30 second video project work and discussion.

Lesson 3

- Social media profile
- “How to create engaging and effective content”. *Facilitator: Oxana Tovtina*

Project:

- Clean up your FB page and create an Instagram account.
- Shoot an elevator pitch and upload it to the dedicated closed group Facebook page.

Lesson 4

- Feedback on project work and discussion.

Lesson 5

- “Niche specialised tours, target the domestic market”. *Facilitator: Oxana Tovtina*

Project:

- Shoot a 30 second video on your chosen niche tour
- Upload it to the dedicated closed group Facebook page.

Lesson 6

- Feedback on project work and discussion.
- Useful tools for those who want more to get involved in video - made simple.