

# OUR CRASH COURSE IN WRITING FOR SOCIAL MEDIA: ACHTUNG! SOCIAL WRITING



## LEARN TO SPEAK THE LANGUAGES OF THE PLATFORMS THAT MATTER

➤ Twitter, Facebook, Instagram, Periscope – the social web is home to a host of services that now take center-stage in everyday communication. But what many people don't understand is that every platform has its own language. Each platform is unique in terms of its technology, tonality and visual idiom.

If you can't speak "social", conveying your message will be that much harder. And can you translate press releases into high-appeal Facebook posts at the drop of a hat?

Get the inside scoop on all this and more **with our experts at the achtung! SOCIAL WRITING workshop**. We will use **practical examples** to highlight the different languages spoken on various social media platforms and advise you on pitching your communications accordingly.



- We will show you which channels matter for your communications
- We will use practical examples to show you how tonality and visual idioms vary from platform to platform
- We will give you the chance to put these insights into practice and then analyze your output together with you



Are you ready to get started? Let's develop a package tailored to your needs today! Just send your message to [services@achtung.de](mailto:services@achtung.de)