



**As part of one of Australia's premier PR companies, Hausmann School of Public Relations (HSPR) is committed to delivering the best in industry-led, hands-on training.**

**We are the only PR industry initiated Registered Training Organisation to provide a nationally recognised qualification focused on PR practice.**

**Online learning, real-time support and hands-on experience will give you the PR skills today's workplace demands and the knowledge and experience you need to get ahead.**

**There are huge opportunities for work-ready practitioners. Whether you are a seasoned executive wanting to up-skill; a recent graduate looking for a career kick start; or embarking on a whole new career path, HSPR can help you.**

professional program

# Social Media Management

Social media is a mandatory element in the communications mix. We need to provide informed and accurate social media counsel to clients and colleagues. We need to be able to speak with confidence about channel selection and content amplification. We need to design and deliver holistic communications solutions across the spectrum of Paid, Earned, Shared and Owned channels. Are you missing this critical skill?

Course content has been developed by Hausmann Group, one of Australia's premier marketing communications agencies responsible for developing and delivering cut through campaigns for the world's biggest brands. All HSPR courses represent the opportunity for in-house professionals to acquire big agency specialty skills, tools and templates.

If you want to upskill in the social space, join HSPR's Professional Program: Social Media Management. HSPR is Australia's only PR industry led registered training organisation delivering executive programs and Nationally Recognised Training in public relations practice, experiential marketing and social media management.

## Who should do this course

Professionals keen to add social skills to their portfolio; marketers wanting to upskill in the social media space; people interested in a career in public relations, experiential marketing and social media management; people who best learn new skills through practical executions.

This course is best suited to learners with a minimum of three years' work or professional experience.

## Course outcomes

As part of the course activities, you'll put into practice what you learn via a fully-fledged social strategy, playbook and content calendar that you will develop from a brief, implement, test/amend and evaluate.

## Course content

The course has been developed through the lens of one of Australia's most successful PR and communications agencies to address the specific role and nuances social media plays in communications. Laser-focused on practical skills, all content is developed and delivered

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# social media management in public relations practice

by experts with broad experience creating and managing cut-through comms campaigns for the world's leading brands.

Master practical social media skills as you work your way through your own social media campaign including:

## Introduction to the social landscape

- Gain deeper knowledge of the social landscape, future trends and opportunities for your brand/organisation

## Writing a clear, concise and directive brief for clients and colleagues

- Clarifying objectives and scope for a social campaign
- Research tools and techniques to find your audience/s online
- Unearthing insights and opportunities to solve business problems in the social space

## Developing a social strategy and playbook to meet objectives including:

- Building your platform ecosystem  
Channel identification and management – where to, when to, what to say and how best to leverage across the Paid Earned Shared Owned (PESO) spectrum
- Creating your content strategy  
Content creation and copy writing – how to write compelling copy, tips and tools for capturing content, the art of visual storytelling
- Paid media management  
Amplification strategies and how to minimise spend for maximum return – an exploration of the most useful social business tools for your campaign
- Measurement & evaluation  
Analytics for evaluation, measurement and continuous improvement – a deep dive into analytics and measurement tools to use

## Developing professional skills

- Project management– tools for keeping on track, on time, on budget
- Client service – developing initiative, being a team player, honing top notch service skills

## Delivery method

A combination of online and face-to-face learning via:

- HSPR learning portal resources, lectures, workplace examples and templates
- Six masterclasses (via live webinar) with subject matter experts to step you through each element and to embed learning and address team questions/comments
- Two-day intensive workshop to refine your social media strategy take part in lively group feedback and discussions, and develop a bespoke social playbook for your brand, product, organisation (onsite at HSPR, Sydney or via the HSPR online classroom)
- One-on-one tutor sessions (up to three) to address your specific requirements as you progress through research, strategy development, implementation and evaluation phases in your workplace.

## Course duration

Please allow 8 weeks to complete this course (practical activities play out in real time).

## Cost

\$1,950. Payment plans are available.

## Course dates

See [hspr.com.au](http://hspr.com.au)



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## Classes & content delivery

Welcome webinar

Weekly webinars

Week 1: Nailing the brief

Week 2: Developing a social strategy

Week 3: Platform Ecosystems

Week 4: Exploring content strategy

Week 5: Paid media amplification

Week 6: Measurement & evaluation

Week 7: Workshop

- Day 1: Refine social strategy, gain expert feedback, group presentations and discussions
- Day 2: Develop your social playbook and content calendar

Week 8: Going live

Tutor sessions (up to 3) to be scheduled over the 8 weeks as required

## Earn & Learn

All HSPR courses are designed to allow you to earn while you learn. As such, the HSPR learner portal is available 24/7. Live webinars are held over the lunch hour to reduce impact on your work commitments. All webinars are recorded for those unable to attend in person.

## Support to Succeed

At HSPR we seek to support every learner so they can achieve successful course completion. HSPRlearners@slack.com acts as a learner community forum and noticeboard for articles of interest, questions and conversations relating to course content and your project. The site is monitored daily and hosted live each Tuesday afternoon and Friday morning. In addition to your scheduled tutor sessions, individual assistance is available on request.

## Interested to know more?

Please get in touch with Sarah Mason, General Manager, HSPR: 1300 306 703, [sarah.mason@hspr.com.au](mailto:sarah.mason@hspr.com.au)

For more information on HSPR, please visit [hspr.com.au](http://hspr.com.au)

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