

Digital writing training workshops

1. Introduction

All of my digital writing workshops are very active, with lots of opportunities to participate (this includes having a go at the type of digital writing concerned) in an inclusive, non-critical and supportive environment.

Workshops start by underlining the importance of this type of widespread digital writing training for an organisation:

- They acknowledge that writing for digital media transforms your work. No matter what your job title, when you write on behalf of your organisation, you become a communicator and fundraiser for the organisation. You take on responsibility for how the organisation is viewed – and for how successfully it engages with its audiences.
- They stress the importance of consistency in an organisation's digital communications.
- They acknowledge that most digital content is written in less-than-ideal circumstances by people who aren't writers and don't have any time – and confirm that anyone who touches digital content can make a difference by insisting that every single character, word and sentence is doing something concrete.

2. The workshops

For all these workshops, participants should bring a pen and paper and be prepared to join in (both with discussions and trying things out).

For all except the Writing for the Web 1 workshop, participants should be warmly encouraged to bring something with them to work on (as detailed below).

a. Writing for the Web 1

(2 hours – more if there are more than 10 participants)

- Organisational brand values
- Writing well for the web:
 - The importance of planning
 - Purpose, audience, tone of voice
 - Essential components of web writing
 - Eg scannable, appropriately structured/formatted,
 - Building & maintaining online relationships
 - Eg Choosing words carefully, writing accessibly, consistency
 - Alternative ways of presenting information
- Organisational house style
- You will get the opportunity to edit a piece of web content.

b. Writing for the Web 2

(2.5 hours – more if there are more than 10 participants)

(Note: I would recommend that everybody does Writing for the Web 1, no matter how experienced they may be, so that all staff approach their digital writing with the same understanding.)

- Reviewing the basics (essential components of web writing)
- Editing & writing web content so it works harder for you:
 - Planning
 - How users read webpages (aka about the F-shape)
 - ‘Chunking’ longer content (how & when to sub-divide & organise your content)
 - Writing effective sub-headings
 - Using calls to action
 - Writing for search engines
 - You will get the opportunity to edit a complex piece of web content (you can bring your own if you prefer, especially if you have a lengthy piece needing attention).

c. Writing effective emails

(2.5 hours)

- Understand the 10 key features of effective (mass) emails
- Explore the 3 main elements of an email:
 - Subject line
 - Opening paragraph
 - Call to action
- Review how to write well digitally
- You will practice writing each of the different elements of an email (bring with you an idea of an email you need to write).

d. Writing effective blogs

(2.5 hours)

- What are blogs? What are they good for?
- Guidelines for writing effective blogs - including writing well for the web
- Examples of great blogging
- You will get the chance to have a go at writing a blog (bring with you an idea of a blog you need to write).

e. Message in a nutshell

How to write great short text – tweets, headlines, calls to action etc

(2.5-3 hours)

- The 8 qualities that make a great message in a nutshell
- Examples of ‘nutshell’ writing
- Preparing to write
- The qualities that good examples of ‘nutshell’ writing have in common

- Different types of headlines
- When's the best time (to tweet, blog, email etc)?
- Opportunities to try it out (bring with you an idea of a campaign/project etc that you are working on).

3. Practical information

- Sessions last up to half a day.
- Two sessions can be run in one day.
- Sessions are held at your office (or an alternative location arranged by you).
- Each session costs £300-500 (including travel & other expenses), depending on the number of participants and the size (turnover) of your organisation. VAT is not applicable.
- The *Writing for the Web 1 & 2* workshops can be attended by up to 20 participants.
- The *Writing effective emails*, *Writing effective blogs* and *Message in a nutshell* workshops should be attended by a smaller number of participants (ideally a maximum of 10).

4. Further information & bookings

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