

COMMUNICATION AND WRITING SKILLS | CWS-015

Writing for Social Media and the Web

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Course content

Why Attend

Online readers scan rather than read, and content must work for search engines, social platforms and mobile screens. Writing for the web requires different techniques from print.

This Aractech course covers how people read online, web content structure, headlines, SEO writing basics, writing for social media platforms, tone and brand voice, accessibility, content calendars and measuring performance. Participants write web and social content.

Course Methodology

- Writing workshops
- Content critique
- Platform exercises
- Analytics review
- Feedback

Course Objectives

- Understand online reading behaviour
- Structure web content for scanning
- Write effective headlines and introductions
- Apply SEO writing basics
- Write for different social media platforms
- Measure and improve content performance

Target Audience

- Content writers
- Marketing and communication staff

Course content

- Social media managers
- Web editors

Course outline

Detailed course outline

Day-by-day outline for Writing for Social Media and the Web.

Day 1 - Writing Online

- 09:00-09:45 | Online reading behaviour
- 09:45-10:30 | Mobile first
- 10:30-11:00 | Web content types
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Web content types (continued)
- 11:45-12:30 | Brand voice
- 12:30-14:00 | Exercise: Content audit

Day 2 - Web Content

- 09:00-09:45 | Structure
- 09:45-10:30 | Headlines
- 10:30-11:00 | Plain language
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Plain language (continued)
- 11:45-12:30 | Accessibility
- 12:30-14:00 | Workshop: Rewriting a web page

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Day 3 - SEO Writing

- 09:00-09:45 | Keywords and intent
- 09:45-10:30 | Meta descriptions
- 10:30-11:00 | Links
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Links (continued)
- 11:45-12:30 | AI search visibility
- 12:30-14:00 | Exercise: SEO content

Day 4 - Social Media Writing

- 09:00-09:45 | Platform differences
- 09:45-10:30 | Short-form writing
- 10:30-11:00 | Visual content
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Visual content (continued)
- 11:45-12:30 | Engagement
- 12:30-14:00 | Lab: Social posts

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Day 5 - Planning and Measurement

- 09:00-09:54 | Content calendars
- 09:54-10:48 | Workflow
- 10:48-11:00 | Analytics
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Analytics (continued)
- 12:12-13:06 | Improvement
- 13:06-14:00 | Capstone: Content plan

Seminar dates

Available seminar dates

Live dates and pricing for Writing for Social Media and the Web generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	London	Classroom	€2,315
14 - 18 December 2026	Munich	Classroom	€3,225
18 - 22 January 2027	Barcelona	Classroom	€2,815
15 - 19 February 2027	Frankfurt	Classroom	€1,875
15 - 19 March 2027	Rome	Classroom	€3,460
19 - 23 April 2027	Kuala Lumpur	Classroom	€1,925
17 - 21 May 2027	Barcelona	Classroom	€2,815
21 - 25 June 2027	London	Classroom	€2,315
19 - 23 July 2027	Munich	Classroom	€3,225
16 - 20 August 2027	Barcelona	Classroom	€2,815

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9 - 13 November 2026	Online / Live	Online / Live	€1,815
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