



UWI

ST. AUGUSTINE
CAMPUS

FACULTY OF
SOCIAL SCIENCES

THE BUSINESS DEVELOPMENT UNIT

FACULTY OF SOCIAL SCIENCES

SOCIAL MEDIA STRATEGIES FOR DIGITAL SUCCESS

SOCIAL MEDIA WORKSHOP

4-DAY WORKSHOP

DELIVERED ONLINE VIA ZOOM

May 14th, 15th, 16th & 17th, 2024

5:00 PM - 7:30 PM (EC/AST)



OVERVIEW

In a world where billions of hours are spent on social media daily, businesses and organizations struggle to harness its potential effectively. Despite the massive volume of content generated, much of it lacks utility and fails to translate into tangible results for businesses.

This workshop challenges conventional approaches to social media marketing, emphasizing a shift from prioritizing virality to focusing on value. Participants will explore strategies to create meaningful connections with their audience, drive engagement, and ultimately convert followers into loyal customers.

Key Objectives

- Understand the importance of adopting a strategic mindset for successful content creation on social media platforms
- Learn to develop a personal content strategy in six steps, enabling participants to strategically plan and execute their content to achieve desired outcomes effectively.
- Gain insights into what major social media platforms prioritize and leverage this knowledge to create content that delivers a high return on investment, aligning with business objectives.
- Acquire techniques to create social media content with the highest probability of long-term engagement, ensuring sustained audience interest and interaction over time.

Seminar Fee: TT\$2,800/US\$400

- Discount: Get a **10% group discount**. Applicable to:
- Groups of three or more individuals attending from the same organization
- The UWI campus community

Online credit card payment option (bank charges of 3% applies).

The seminar will be hosted by the Business Development Unit of the Faculty of Social Sciences, The University of the West Indies. You will be able to join this seminar via Zoom to participate in discussions, interactive presentations, group exercises, resource videos, valuable articles and case examples. The seminar will follow the schedule below:

Dates: May 14th, 15th, 16th & 17th, 2024

Time: 5:00 P.M. – 7:30 PM (AST/EC): Live Lecture via Zoom.

Don't hesitate to contact Amanda at sta-fssbdu@sta.uwi.edu, or visit <https://sta.uwi.edu/fss/business-development-unit> for registration details.

Key Takeaways

- Understanding the pitfalls of traditional social media marketing.
- Recognizing the importance of utility and value in content creation.
- Learning strategies to foster genuine relationships with your audience.
- Implementing tactics to increase revenue and business growth through social media.
- Gaining insights to elevate your social media marketing efforts.

Seminar Topics

- Cultivating a Creator Mindset: Shifting from passive consumption to proactive and impactful creation.
- Strategic Planning for Content: Boosting productivity and reducing stress, with emphasis on simple yet potent planning methods for social media.
- Content Optimization Strategies: Effective strategies to enhance content creation, avoiding common pitfalls and maximizing impact on diverse social media platforms through optimized structural elements.



Mr. Juma Bannister

Juma is the Co-founder and Executive Creative Director of Relate Studios, specializing in Relationship-Led Strategic Marketing & Production. With over two decades of experience in various creative fields, including photography, graphic design, and video production, Juma is an award-winning content creator. Recognized for his contributions to digital photography training in the Caribbean, Juma received the Caribbean Tech Innovators award in 2013. Currently, he focuses on helping businesses develop content strategies to build lasting customer relationships and stand out online. Focused on helping businesses develop effective content strategies, Juma shares valuable insights on marketing and content creation through his social media platforms. He hosts "The Useful Content Creation Show" and the "Useful Content Podcast."