Bright Insight

SOCIAL MEDIA FOR BUSINESS

Course Outline



THE SHORT VERSION

What this workshop is really about

Most business owners know they should be on social media. Far fewer feel like they actually know what they are doing on it. This workshop fixes that.

In a single focused morning, you move from posting and hoping to running your social media with a clear plan, a defined audience, and content you feel confident putting out into the world. And you will not just sit and listen. You will build the real pieces of your own social media setup as you go, so you walk out with work done, not just a page of notes.

WHO IT'S FOR

This one is for you if...

- You have watched a hundred free videos and still do not have a plan that fits your own business.
- You run your own business and handle your own social media, and you are tired of guessing.
- You are getting a new venture off the ground and need a presence that pulls its weight.
- You have been handed the company social media accounts and want a proper foundation under your feet.

Whether you are starting from absolute zero or you already post every week, you will leave with something you did not have when you walked in.

WHAT YOU'LL WALK AWAY WITH

Real things, not just ideas

WHO IT'S FOR

This one is for you if...

- A business profile set up to turn visitors into followers and enquiries, instead of just sitting there.
- A clear picture of who you are actually talking to, written down.
- Your own set of content pillars, so you always know what to post about.
- A simple one-week content plan that you can repeat.
- The skill to write a post that stops the scroll, from the first line to the call to action.
- A short list of the numbers that actually matter, and what to do when they move.
- A workbook you keep, so none of this lives only in your memory.

WHAT WE'LL COVER

Three modules, one clear path

Each module ends with you actually building a piece of your own setup. That is the whole point.

MODULE 1

Get Found and Get Followed

Where to actually be, and how to look the part once you are there. We cut through the noise of you have to be on everything and help you choose the platforms that fit your business and your customers. Then you fix your own profile so it works as hard as you do.

- Why social media matters for a business specifically, not just for scrolling.
- A plain-language tour of the main platforms: Facebook, Instagram and LinkedIn, plus where TikTok, YouTube and WhatsApp Business fit for South African businesses.
- How to choose where to focus, instead of spreading yourself thin across everything.
- Hands-on: optimise your own business profile and bio so it converts.

MODULE 2

Your Social Media Game Plan

The strategy most businesses skip, and the reason their posting feels random. Here you build a simple, repeatable plan around who you serve and what you actually want social media to do for you.

- Get clear on your audience, and write down who you are really posting for.
- Set goals that mean something, from awareness to enquiries to sales.
- Build your own content pillars so you are never stuck staring at a blank screen.
- Turn it all into a simple content calendar you can genuinely keep up with.
- Hands-on: draft your own pillars and a one-week plan.

MODULE 3

Create, Connect, Improve

The day-to-day craft. What good content actually looks like, how to talk to your community so it grows, and how to read your results without drowning in data.

- The anatomy of a post that works: the hook, the visual, the caption and the call to action.
- Community management: replying, handling messages, and turning followers into customers.
- Reading your numbers: the handful of metrics that matter and what to do about them.
- Hands-on: write one strong post using everything you have learned.

THE FORMAT

How the morning runs

- One morning, 08:30 to 12:00, with short breaks built in so nobody fades.
- Hands-on all the way through. You work on your own business as you learn.
- Welcome coffee and tea on arrival.
- A light lunch and time to network at the end.
- Your own printed workbook to keep and reference long after the day.
- A relaxed, friendly room where no question is too basic.

WHAT TO BRING

Come ready to work

- A laptop if you can. It makes the hands-on parts much easier. A phone will work too.
- Your social media login details, so you can work on your real accounts on the day.
- A rough idea of your business and who you serve, even if it is still a bit fuzzy. We will sharpen it together.

WHERE THIS FITS

The Bright Insight path

This is the first of three Bright Insight workshops, and it is the foundation the other two build on. Each one stands on its own and is booked separately, so you can do one, two or all three.

1. **Social Media for Business**
   Your strategy and organic foundation. You are here.
2. **Advertising on Social Media**
   Turning a budget into real reach, leads and sales.
3. **Designing for Social Media**
   Creating scroll-stopping visuals that look the part.

Ready to stop guessing and start growing?

Book your spot for the next Social Media for Business workshop.

Book Online | Contact Us