

zoom

TRAINING SESSION

COURSE: Writing for the Web
DURATION: 2 sessions of 90 minutes
TUTOR : **Paul English**

OUTLINE:

This is normally a one day course but this course will be a shorter version comprising of two 90 minute sessions.

Session 1 will look at the different techniques involved in print and writing on-line; different ways of handling on-line content, and how to write headlines for web content.

Session 2 will cover writing for social media, and how to package content for Facebook, Twitter and Instagram.