VCSE Social Media Strategy Webinar

This free webinar, designed for Voluntary, Community and Social Enterprises (VCSEs), will introduce core social media principles and provide participants with the building blocks to create their own social media strategy, to support their organisation's visibility, engagement, and community reach.

Date: 18th November 2026

Time: 12:30 – 14:00

Location: Online – a link will be shared with registered attendees.

Please note: attendees will need to have existing knowledge of how to post on social media.

The workshop will cover:

- how social media can help raise awareness, share activity, and connect with target audiences
- understanding which platforms may be most relevant for different organisations and audiences
- basic principles of effective posting, including tone, consistency, and content types, dos and don'ts
- common challenges and simple ways to approach content planning
- accessible tools and techniques to make managing social media more manageable

Participants will also be introduced to simple strategic ways of thinking about their own social media activity, including:

- who they want to reach
- what messages they want to share
- how to choose suitable content
- how to post in a realistic and sustainable way

By the end of the session, participants should leave with increased confidence, a clearer understanding of social media basics, and practical tools they can begin applying within their own organisation.

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