

Give mom back her name: #MyMothersNames



2016 Graphite Pencil Winner | PR | Use of Digital & Social Media | Impact BBDO

THE COURSE

Social Media Strategy for Design and Advertising

BO HELLBERG

The Internet is about people, and nothing is more about people than social media. It's an integral part of our lives and has become the primary source for news, entertainment and connectivity. Social media is always on people's terms and any success depends on how well brands listen, understand and adapt.

In this half-day workshop, you'll quickly discover that social media is much more than Instagram posts and videos on a newsfeed. You'll explore what creative opportunities are out there and get to see what's possible and what's not, and understand what works and what doesn't.



training



Bo Hellberg

Creative Director,
Copywriter and
Speaker





SOCIAL MEDIA STRATEGY FOR DESIGN AND ADVERTISING

Within this half-day workshop, you'll get to explore and use functions to connect brands with people and engage them to participate. We'll start with a deep dive into "playbooks" from Google, Snapchat and Facebook. Then you'll get to conceptualise, articulate, develop and launch ideas that resonate with people across platforms like Twitch, Reddit, Kik, Wishbone, and various messengers. You'll even learn how to write and build a chat bot!

LEARNING OUTCOMES

By the end of this workshop you will:

—
Have learnt the principles of how to approach ideation for social media

—
Reviewed the creative opportunities across a range of platforms

—
Understand how to assess if a concept works

—
Have developed your own ideas into executions and test in real-time

—
Presented your ideas and received feedback from both your group and facilitator

SUITABLE FOR

Anyone who wants to work more effectively in social media in a conceptual or creative capacity

YOUR FACILITATOR

Bo Hellberg reckons his job is tougher than most other session leaders on our Creative Training programme. As he says, "digital evolves so fast, so what I teach has to, too". The result is that his D&AD workshops are never the same. Dealing with constant change is something Bo does all the time. He is known for his creative and strategic grasp of the power of digital and its fast-moving ways. And he's regularly found judging awards and speaking about digital at industry events. His experience goes way back, including spells at Lowe, BBDO, DDB, Megalo & Company, and Ogilvy. Most recently, he was Executive Creative Director at Edelman.

CONTACT

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