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Encatc 6-part online training series on Post-Covid-19 social media strategy



ENCATC, the European network on cultural management and policy, is organising a new training on ["Post-Covid social media strategy"](#). This **special 6-part training series** will take place from **1 July - 4 August** in the frame of the ENCATC Breakfasts.

Due to the Covid-19 pandemic, we are all communicating more - if not almost exclusively online - with our audiences, all while combating information overload.

- *How is your cultural institution's social media strategy performing to cut through all the noise?*
- *What is new in our current context that your strategy is not considering?*
- *Are your messages and communication reaching your targeted audiences successfully?*
- *What could be done better?*

This training series is under the guidance and expertise of trainer, [Christopher Hogg](#), a playwright and lecturer in Creative and Social Media at Royal Holloway. It will be **valuable for arts and cultural institutions** and cultural networks communicating with their audiences online in order to help their communication staff to:

- Improve and build up social media knowledge and skills to benefit their institution;
- Learn how to have a successful social media strategy in a post-Covid context;
- Become better digital storytellers with more impact;
- Create meaningful and well structure digital content;

- Nourish and strengthen long-term relationships with audiences.

[Registration is open!](#) Join ENCATC for the entire training series or choose from the 6 topics most interesting for you or your institution!

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