

The Liberty Center Workshop Outline 2023

COURSE OUTLINE

Teacher: Kristen Palana	Course Name: Website & Social Media Growth Accelerator (Intermediate):	Next 3-day session: October 24,25,& 26 8:30 AM-12:30PM
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Course Objectives:

This 3-day intensive mastermind workshop will help you finally create the time and space to build (or rebuild) your website, business social media pages, and mailing list in a supportive environment.

This course is a follow up to the recent "Online & Social Media Micro Masterclass" for beginners that has been running at Liberty Center since May of 2023. However, anyone with an intermediate understanding of web content and social media management may benefit from this hands-on training session.

Receive help with your individual online goals and get the boost you need to make real progress on your brand's reach, credibility, and impact.

Main areas that will be addressed and course benefits include:

- Defining the areas you most would like to create or grow in during this 3-day period. (Ex. your website, social media pages, mailing list, or in all three areas.)
- Taking stock of what you already have and how you most want to develop moving forward and then making an action plan
- Making a social media strategy and marketing calendar
- Setting up and using a post planner for social media
- Growing and communicating with your mailing list
- Guided help on making your action plan into a reality.
- On demand access to an instructor who can answer your specific questions and help you with the tools and technologies needed for your own individual goals.
- A supportive environment of likeminded colleagues all with a common goal of boosting their online presence and making real progress.

Learning Activities:

- Hands on learning, on-demand Q&A lectures, interactive discussions, case studies, demonstrations, and lots of time to work in class with guided and supportive help.

Prerequisite:

A basic to intermediate understanding of online presence (running a website or social media page, building a mailing list, planning a social media strategy, etc.)

Materials Required by Participant: A laptop or device if possible.

Course Learning Materials:

All materials will be provided and available to print or download from the web by participants.

Proposed Outline: (*This is subject to change based on participants' level and needs)

Day 1:

- Defining the areas you most would like to create or grow in during this 3-day period. (Ex. Your website, social media pages, mailing list, or in all three areas.
- Taking stock of what you already have and how you most want to develop moving forward and then making an action plan
- Work in class time and individual help.

Day 2:

- Making a social media strategy and marketing calendar
- Setting up and using a post planner for social media
- Class feedback on work in progress
- Work in class time and individual help.

Day 3:

- Growing and communicating with your mailing list
- Guided help on making your action plan into a reality.
- Class feedback on work in progress
- Work in class time and individual help.
- Celebrating your progress and certificate presentation.

The Way Forward:

Please communicate any other special needs to be addressed by this training for it to be further customized.

About the Instructor:

Kristen Palana is an American/Portuguese multidisciplinary artist based in Malawi. After decades as a digital artist, she has reconnected with her fine art roots by embracing mixed media drawing. Kristen's animations have screened in over 75 international film festivals earning numerous "Best

Animated Short Film” awards including at *Cannes Short Film Festival*, *Italy International Film Festival*, and *Sunscreen Film Festival*.

As an educator, she’s taught at universities on four continents, including at The American University of Rome, where she co-founded the Film and Digital Media Program. She’s worked as a designer and educator for organizations such as the WHO, UNICEF, WFP, GIZ, UNDP, UNFPA and created multimedia programs for students from all walks of life. From 2016–2019, she taught for universities and NGOs in Myanmar.

Kristen has worked with students and professionals from six continents, helping them succeed in international environments, develop tools and behaviors for workplace success, as well as help place them in career-expanding internship and paid employment positions.