



30 DAY

SOCIAL
CLUB

COHORT 3

Nov 2022

If you want to encourage your team to share more expert content on social media, this is the place to start.

30 Day Social Club will help you to rapidly grow your team's social media skills and influence online in just 30 days, significantly increasing your company's profile in the process. It will generate the conversations that lead to business growth.

Small, manageable daily actions
add up to huge results

Unlike other courses

We give your team the skills and support to become active on social, every day. We'll help them to overcome their barriers and create a sustainable habit which changes their own professional life and your business in the process.

Why should your company be part of 30 Day Social Club?

Start to grow a team fit for the future:

Build the modern employee team with the skills ready for the digital world – able to be active where your customers, prospects and peers are.

Generate increased trust in your brand. Customers trust employees most. They're 2x more likely to click on employee posts than brand posts.

Increase employee engagement in your brand – help them to share your purpose.

Grow your brand by helping your employees engage and display their expertise online .

Why should your employees take part in 30 Day Social Club?

By the end of 30 days, they will be **consistently** active on social media, successfully building their professional profile and supporting your company build its brand.

They will:

- have found their voice
- have a system for generating ideas
- be able to write posts and comments quickly and easily
- be building strong relationships online
- build their confidence and understanding of their role
- learn valuable new skills.

They will overcome the barriers which are preventing them from getting started and succeeding on social professionally.

Cohort 1 feedback

“I just wanted to say I really enjoyed yesterday's session. I think you have got the balance right between coaching and teaching. I think this will make a big difference for me. It came just at the right time.”

“We're only a few days into the 30 Day Social Club, but I've already learnt so much about how to develop your online brand, not just for your employer but for yourself. So thought provoking and some useful and meaningful activities.”

“To up my game, I have signed up to the 30 Day Social Club run by the fantastic team at Togethr. Over 30 days, me and a cohort of other professionals are working together to overcome the barriers and develop a healthy and continuing social media habit.”

"I really enjoyed the session today I think this will be so, so useful, spot on!"

"That was a really good session! Onwards and upwards."

The learning experience

9 sessions

A mix of 9 live and pre-recorded sessions over 4 weeks, giving you the opportunity to learn a whole range of new skills. Join in with breakout sessions, ask questions and share your experiences. All live sessions are recorded in case you can't make any.

interests

brand

expertise

Andrew Seeley

Nigel Cooper

Paul Thompson

Kirsty Baxter-Smith

Alison Gallagher

Learning Hub

All live recordings and pre-recorded sessions and loads of supporting material kept here so you can go back and refer to it when ever you like.

We Are Togethr

< Go to Dashboard

30 Day Social Club - April '22

26% complete

Search by lesson title

Onboarding 5/7 ^

- Onboarding Day 1: Plan for the week
TEXT
- Onboarding Day 2: Social platform set up
TEXT
- Onboarding Day 3: Join the community
TEXT
- Onboarding Day 4: Download 30 Day Roadmap
TEXT
- LIVE 1: Welcome**
VIDEO - 35 MIN
- Day 1: It all starts with a comment
TEXT

LIVE 1: Welcome

30d_Live1_welcome_slides.pdf
8.84 MB

DOWNLOAD

COMPLETE & CONTINUE →

30 day roadmap

A calendar showing how you will grow your skills and action over the next 30 days.



Roadmap

			1 Welcome	2 Second comment	3 Hashtag search
			4 Niche	5 Circles: Role	6 Comment
			7 Circles: Brand	8 Circles: Interests	9 Create
			10 Turn up expertise	11 Capture	12 Ideas generation
			13 Cuppa	14 Connect	15 Audience circles
			16 Cuppa prompt	17 Capture tools	18 Cuppa
			19 Connect	20 Cuppa	21 Cuppa
			22 Connect	23 Audience circles	24 Cuppa
			25 Connect	26 Audience circles	27 Cuppa
			28 Connect	29 Audience circles	30 Cuppa

Daily prompts

Brief nudges to remind you of your actions for the day with helpful tips and advice to keep you on track.

Hi everyone

I hope can find **10 mins** today to make a useful comment on LinkedIn and keep your streak going.

Commenting should end up being around **75%** of your content on LinkedIn

Commenting IS content.

There are so many benefits to commenting every day, including:

- Understanding the social landscape
- Learning form others
- Developing ideas for your own posts
- Helping others solve problems you've already solved
- Expanding your network in the right places
- Generating engagement on your content from the right people.

Actions

1. Find a post by someone influential in your sector. Spend some time reading the comments made by other people on the post.
2. What can you learn from them?
3. Try a new approach when you make your comments today

Have a relaxing rest of your day.

Best
Andrew

Learning community

An exclusive community space for members of your cohort. The opportunity to share experiences, ask questions of the group and get to know your fellow 30 dayers.

The screenshot shows a WhatsApp chat interface with a title bar at the top containing a back arrow, the text "Hello!", and a three-dot menu icon. The chat history includes:

- Kirsty** (with profile picture): "Morning all, I hope you had a relaxing Bank Holiday weekend? Looking forward to the call at midday, I've been forcing myself to comment on LinkedIn over the weekend, it's still not natural but I know early days. See you all later!" (Received 2 reactions, Yesterday)
- Nigel** (with profile picture): "It definitely feels unnatural to start with I think! You aren't alone. Part of it is finding the stuff that feels more natural as well. Glad you've been pushing your way through it though!" (Received 2 reactions, Yesterday)
- Unlabeled user: "Morning @Kirsty Baxter-Smith. Fantastic to hear you're pushing through the pain barrier to comment over the weekend. Well done! But the more you do it the easier it will become. See you at 12." (Read receipts, Yesterday)
- Unlabeled user: "Was there anything in particular which made it feel awkward or not natural?" (Read receipts, Yesterday)
- Kirsty** (with profile picture): "It's trying to find something meaningful to add other than 'Thanks for sharing' or 'I agree!' I think just takes some thought and if it was something I was passionate about, it would feel easier." (Received 2 reactions, Yesterday)

At the bottom, there is a "Message" input field and a toolbar with icons for gallery, video, attachment, GIF, and a send arrow.

The curriculum

Goals

Start

Niche

Comment

Create

Capture

Cuppa

Connect

Celebrate

Goals

It's important to be clear why you're doing the course and looking to build your professional profile.

Start

The most important thing you'll do is get started. We'll help you get across the line.

Niche

Niche is working out what you should write about. What will make you stand out?

Comment

One of the most valuable things you will do. Reaching out and giving to others will enable you to build strong relationships.

Create

This is where you write or curate your own posts sharing your viewpoints, stories and expertise.

Capture

This is about reading and learning from social, but more importantly capturing this info in an organised way so you can find it again.

Cuppa

This is all about arriving with the right mindset for sharing every day and making the time.

Connect

This is about finding your tribe and actively building connections and relationships in it.

Celebrate

This is the final part of the habit process. It is important to identify your success and celebrate it.



Roadmap

			1 Welcome	2 Second comment	3	4 Journal
			Capture Comment Create Connect			
5 Hashtag search	6 Niche	7 Circles: Role	8 Comment	9 Circles: Brand	10	11 Journal
Capture Comment Create Connect						
12 Circles: Interests	13 Create	14 Turn up expertise	15 Capture	16 Ideas generation	17	18 Journal
Capture Comment Create Connect						
19 Capture tools	20 Cuppa	21 Cuppa prompt	22 Connect	23 Audience circles	24	25 Journal
Capture Comment Create Connect						
26 Biog pipeline	27 Success metrics	28 Celebrate	29 Experiment	30 Wrap		
Capture Comment Create Connect						

Cohort 3 timetable

Thurs 17 Nov	12-1pm	Session 1 Welcome Day 1 starts
Tues 22 Nov	12-1pm	Session 2 Niche
Thurs 24 Nov	12-1pm	Session 3 Comment
Tues 29 Nov	12-1pm	Session 4 Create
Thurs 1 Dec	12-1pm	Session 5 Capture
Tues 6 Dec	12-1pm	Session 6 Cuppa
Thurs 8 Dec	12-1pm	Session 7 Connect
Tues 13 Dec	12-1pm	Session 8 Celebrate
Fri 16 Dec	12-1pm	Session 9 Wrap Day 30

The coaches



Andrew Seel

Andrew has been at the forefront of the digital industry for his entire career. His expertise dates back to the birth of the web and he has a keen eye for what's coming next.

Andrew has consulted for numerous brands globally in his career including: Channel 4 and EMI (eg Gorillaz), John Lewis & Partners, Haagen Dazs, Air Mauritius China and Saatchi & Saatchi.



Nigel Jay Cooper

Nigel co-founded We Are Togethr alongside Andrew. He has worked with some of the world's leading brands including Saatchi & Saatchi, Häagen Dazs, John Lewis & Partners, Air Mauritius and Virgin.

Nigel is also a fiction novelist and he runs AuthorSpark, a platform that helps authors and would-be authors to build their influence on social media.

We've pulled together 20 years of social media experience

SAATCHI
&
SAATCHI



JOHN LEWIS
& PARTNERS



Packages for Cohort 3

Individual

Team

Enterprise

1 place

30 day live learning experience

9 hours of live lectures

Ongoing access to learning hub

Member of 30 Day Social Club
community

20 places

30 day live learning experience

9 hours of live lectures

Ongoing access to learning hub

Member of 30 Day Social Club
community

2x bespoke workshops
(Vision and Content)

Evaluation survey

40 places

30 day live learning experience

9 hours of live lectures

Ongoing access to learning hub

Member of 30 Day Social Club
community

2x bespoke workshops
(Vision and Content)

Evaluation survey

Employee advocacy strategy

121 private coaching sessions
(10x 30 mins)

Early bird (from 31 Oct) £395+vat

Full price (from 5 Nov) £595+vat

£7900+vat

£11900+vat

£15800+vat

£23800+vat

Team package

Launch vision workshop

- Common objectives for the course
- What are the business/organisational goals for this course?
- What will have changed by the end of the course for you to be able to evaluate it as a success?
- What do you have to achieve in the course?
- What are your long term goals

Content workshop

- What do you want participants to do?
- What are their motivations / barriers to this?
- Who are the clients this group are talking to?
- What stories does your brand tell to these clients?
- What stories can this group of employees tell?
- How can they tell the stories and remain authentic?
- What content do you have already?

Evaluation survey

- Capture before and after position of all team
- Conduct feedback survey of participants
- Compile short report with next best step recommendations

Book now at

www.wearetogethr.io/30-day-social-club



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CLUB