



Reimbursement Resource

Many organizations offer employees a professional development or conference budget. Even if your company does not have a formal program to reimburse courses, workshops and other learning opportunities, your supervisor or HR department may have discretionary funds that can support your growth — especially if you can tie the program to organizational goals.

Here is an example email pitch you can customize to get approval for reimbursement for this course:

Subject line: Reimbursement request for Social Media Strategy course

Hello!

I am writing to request reimbursement for [Social Media Strategy & Content Creation](#), an on-demand virtual course designed to enhance social media strategies and content creation.

The course includes 18 action-oriented frameworks and templates that we can use, as well as over 40 real-world content examples to help inspire me. Additionally, if I enroll by July 31, I can receive a complimentary one-on-one coaching session with the course instructor, who has extensive experience in content strategy and social media management across various industries.

As the course is offered virtually and on-demand, it won't disrupt my work schedule, and there's no need for travel.

The course is \$300 and I will have access to it for 12 months. Previous students say they've spent 4-6 hours going through the course content and additional time putting the templates and frameworks to work for their organization. I believe this investment will enhance my ability to support our goals and support my professional growth.

Thank you for considering my request. I appreciate your support in my professional development.

Best regards,

NAME

Curriculum Overview: [Social Media Strategy & Content Creation](#)

Section 1: Building Your Strategy

This section of the course dives deep below the surface of social media tactics like Facebook posts, Instagram reels and YouTube videos. Each reading, resource and actionable template, framework and worksheet helps you better understand your organization, competitors and audiences. In addition, you will define your social media goals — which will help you prioritize the channels and tactics you will dive deeper into later in the course. This section includes the following resources:

- Reference PDF: Social Media Iceberg
- Reference PDF: Observe, Listen, Learn
- Template: Social Media Audit
- Template: Competitor/Peer Organization Audit
- Reference PDF: Goal Examples
- Framework: Social Media Goal Setting
- Template: Persona Worksheet
- Framework: Channel Prioritization Matrix

Section 2: Creating Your Content Strategy

This section dives into crafting compelling social media content that resonates with your audience. We'll explore key elements to consider when developing your content strategy. This section includes the following resources:

- Reference PDF: The Four Es of Content Strategy
- Reference PDF: A Simple Content Formula
- Reference PDF: Brand Voice & Tone

Section 3: Developing Content

This section dives deep into eight types of content and provides an overview of how you can work with social media influencers. This section includes the following resources:

- Reference PDFs for each of the eight content types
- Template: Content Inspiration Tracker
- Template: Social Media Influencer Worksheet
- More than 40 curated examples of social media content to inspire you (B2B and B2C)

Section 4: Creating & Executing Your Plan

This section helps you develop and execute a comprehensive, effective social media campaign brief for your organization using the goal, audience, channel and content elements developed in the previous sections. This section includes the following resources:

- Template: Social Media Brief
- Template: Social Media Slide Deck
- Reference: Example Campaign Brief
- Template: Community Management Responses

Here are potential questions and answers to help guide your conversation with your manager:

How will you complete this course?

I will set aside an hour or two a week on my calendar to focus on the course material. Because the templates are relevant to my day-to-day work, I also will find ways to incorporate what I am learning in my regularly assigned duties.

Who is the course instructor?

The course was created by Rachel Esterline Perkins. She is a strategic communications and marketing professional who has spent more than 15 years helping brands tell stories to build awareness, influence stakeholders, demonstrate thought leadership and drive revenue. She has deep experience in social media strategy — having led digital communications for universities, national nonprofits, startups and other brands. She was the first professional to serve as Central Michigan University’s director of social media. In addition to teaching, Rachel is the vice president of content strategy at the National Multiple Sclerosis Society. Rachel is a former Central Michigan University faculty member and frequent guest lecturer at universities on the topic of social media storytelling and marketing. She has a bachelor’s degree in Integrative Public Relations, a master’s degree in Higher Education Administration, as well as her Accreditation in Public Relations from the Public Relations Society of America.

What platform is the course on?

The course is offered on-demand through Teachable, an online course platform

Who has completed this training?

The on-demand course launched in June and pilot participants included people who work in nonprofit, tech, higher education, health, recruitment, real estate and more.

The foundation of the course is based on prior courses and workshops led by the instructor, who has been teaching social media for nearly 15 years. She has worked in a broad range of industries, including agency, corporate, K-12, higher ed, edtech/SaaS, nonprofit, B2B, agriculture, environmental advocacy, clean energy/solar development, fashion, manufacturing and health care.

Will Venturesome Strategies offer a discount if we enroll multiple people?

Yes. To receive a multi-student discount, email venturesomestrategies@gmail.com with the number of students you want to enroll. From there, she will send you either a custom registration link or discount code that can be used for your team.

Discounts as of June 25, 2024 are as follows:

- Two students: \$250 each
- Three students: \$200 each
- Four or more students: \$175 each