

Confident Digital Content

How to Create and Manage Amazing Social Media and Web Content for a Futureproof Career

Are you considering a career in social media? Are you an entrepreneur or freelancer looking to boost your online content marketing? Maybe you're looking for your next career pivot, or you're simply seeking skills to give your CV that competitive edge? Wherever you are in your career, **Confident Digital Content** can help. Covering the essentials of online content, this book takes you through everything you need to know - from how to write effectively for online platforms, through to video, audio, graphic design and photography. Featuring inspiring case studies from individuals at companies including CNN International, Mumsnet, Bunster's Hot Sauce and HuffPost UK, this practical beginner's guide includes guidance on content marketing strategy, metrics and community management. This updated second edition features advice on the latest trends, including fake news, the importance of stories and social listening analysis. Though trends, fads and hashtags change, the principles of great online content remain the same - let **Confident Digital Content** give you the grounding you need to ace your social channels and supercharge your career. About the Confident series... From coding and web design to data, digital content and cyber security, the Confident books are the perfect beginner's resource for enhancing your professional life, whatever your career path.

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