



octave  
digital

# Training Services

Significantly improve your digital and social media skills. Professional, tailored training – delivered by seasoned experts.



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# About Octave Digital

**Octave Digital is a specialist digital and social media marketing and training company, operating across Ireland.**

Our training enables organisations to quickly build their knowledge, understanding and skills in core areas of digital and social media marketing and content production – from social media to video.

We've been delivering impactful, expert-led training since 2010 – helping clients significantly improve staff knowledge, understanding and skills across key digital and social media platforms.

We're proud to have boosted in-house digital skills through the design and delivery of over 200 training courses and projects to organisations across Ireland, including:

- **Financial Service and Pensions Ombudsman Ireland**
- **Sherry FitzGerald Lettings**
- **The Institute of Public Administration**
- **Tipperary County Council**
- **South Dublin County Council**



## So Why Choose Octave Digital?



### Expert-led training courses:

All courses are designed and delivered by highly experienced marketing and content professionals - from social media content writers to video directors.



### Seasoned Trainers:

All trainers have gained very significant experience in delivering professional training to clients – and each trainer offers their unique experience in their respective area



### Tailored To You:

All our training is designed and delivered for individual clients, ensuring all the course content and the level is suitable for their staff needs. To maintain quality levels, we do not deliver general, public courses for multiple organisations.



### Results:

Clients benefit from the peace of mind that comes with our quality, professional training service – as demonstrated by our excellent course feedback and Recommendations.



## About Our Training

Octave Digital offers a full suite of digital and social media training. Clients benefit from:

- Delivered by an experienced trainer – who’s an expert specialist in their field (e.g Instagram, Facebook; or Video production)
- Materials: Full course slides, and recording of the online version of the training
- Pre-Training Needs Assessment
- Bespoke content tailored for the needs of each client
- Flexible Delivery In-person or online delivery

Typically our clients require Social Media training based on either:

- A bespoke course covering several social media platforms and guidance / strategy on implementation
- A bespoke individual training course based on one platform – such as LinkedIn or X



## Delivery

We offer clients a choice of:



**online training delivery**



**in-person delivery.**

Given the many advantages of online delivery, including the flexibility it offers, most of our clients do prefer this option. However, we also deliver an in-person option for all of our courses if required.



## Tailored to Your Sector

Octave Digital also has a specialist approach to our training based on the organisational requirement. We have developed courses and content that are especially designed for:

- **Small Businesses and Corporate: Marketing and Advertising**
- **Small Businesses and Corporate: Lead Generation and Sales**
- **Public, Government and Local Authorities**
- **HR/ Recruitment**
- **Customer Service**



# Our Experience

We're proud to have boosted in-house digital skills through the design and delivery of over 200 training courses and projects to organisations across Ireland, including:



An Roinn Leanaí, Comhionannais, Míchumais, Lánpháirtíochta agus Óige  
Department of Children, Equality, Disability, Integration and Youth



Kildare County Council  
Comhairle Contae Chill Dara





# SOCIAL MEDIA TRAINING

Significantly improve your social media skills. Our professional, tailored training – delivered by seasoned experts.

- Facebook Fundamentals
- Instagram Fundamentals
- X Fundamentals
- TikTok Fundamentals
- LinkedIn Fundamentals
- LinkedIn for Recruitment
- LinkedIn for Employability
- LinkedIn for Lead Generation
- LinkedIn Advertising
- Social Media for Customer Service







# Facebook Fundamentals Training

**Quickly develop practical skills in growing your following, improving content and utilising Facebook Advertising.**

Our in-house Facebook training workshop will help users develop practical skills in using Facebook for business. It will also help you to grow your following, improve your content and learn about the power of Facebook Advertising.

The workshop draws on extensive use of examples and case studies to help your team brainstorm content ideas and set out a plan for using Facebook effectively.

As the most popular social media network in the UK and Ireland, Facebook offers businesses a very valuable opportunity to promote their brand and engage with customers.

Despite the opportunities on Facebook, so many businesses struggle with how to use it effectively, especially with developing the right types of content.



## Benefits

- Gain professional feedback on your current Facebook activity
- Learn how to perform key tasks on Facebook
- Start to develop great content
- Learn how to engage with people
- Understand the power of Facebook Advertising

## Workshop Outline

Facebook Pages – key functions

Developing great content – generating ideas

Writing Posts – developing copy skills focussing on tone and style

Growing your Facebook community

Advertising on Facebook – Overview

Identifying how your business can benefit from Facebook Advertising

Facebook PR: Events, PR and offers on Facebook

Managing negative and moderating user activity on Facebook

Case Studies: Best practice use of Facebook from your sector

Metrics and Measurement on Facebook

Facebook Insights

Developing your next steps



“Excellent training, completely changed my view on having to do the social media for my company. The training allowed me to find my own rhythm and ways of creating my content which has given me an enthusiasm that I never had before. A huge thank you to Ruth for helping me discover the digital marketer in me!”

Samantha Shannon, Lotus Homes



# Instagram Fundamentals Training

**Story tell visually – by developing the skills and knowledge to utilise Instagram, the second most popular social media network in the UK and Ireland.**

Octave Digital’s Instagram Training will allow you to develop highly valuable practical skills and a clear understanding of the marketing opportunities.

Instagram is now the second most popular social media network in the UK and Ireland. Its use has sky-rocketed since 2017 with over 44% of UK and 40% of Irish adults now using it. Instagram user time-spent-on-site is very high as many users utilise the network as their key online social community.

Used effectively, Instagram can enable brands to show an important human and social side to the business, its products and people.

However, many businesses struggle with developing the right content and understanding the key features.





## Workshop Outline

### Part 1: Instagram Content Key Skills

- Instagram fundamentals
- Taking Photos and Adding Filters
- Posting to Instagram
- Hashtags and etiquette
- Engaging with others  
(engaging with posts, tagging accounts)
- Sharing other content / Resharing
- Introduction to Stories
- Creating Stories
- Shooting Video

### Part 2: Marketing Effectively on Instagram

- Overview of Marketing Opportunities
- Instagram Business Accounts
- Examples of Marketing Best Practice  
(from your industry)
- Tips on content and engagement
- Tips on your Instagram Bio
- Instagram Advertising
- Developing an Instagram Marketing  
Strategy
- Instagram Stories – Deep Dive into stories  
an creating a story for your business
- Instagram Insights
- Metrics and Measurement
- Developing an Instagram Marketing Plan



“Excellent training, completely changed my view on having to do the social media for my company. The training allowed me to find my own rhythm and ways of creating my content which has given me an enthusiasm that I never had before. A huge thank you to Ruth for helping me discover the digital marketer in me!



Samantha Shannon, Lotus Homes





## X Fundamentals Training

**Highly practical course to help you quickly learn how to use X effectively focusing on key features, etiquette and growing a following.**

X Fundamentals training is a highly practical course to help you quickly learn how to use X effectively.

Many people find X to be the most challenging Social Media platform. Our training course quickly enables you to understand and use all the key areas of X – from hashtags to mentions, replies, and character counts.

**By the end of the session, you will be fully competent in the following areas:**

- **Navigation:** How to navigate all core areas in X
- **Etiquette:** hashtags, mentions, replies
- **How to write and post Tweets**
- **How to gain positive public engagement**
- **Dealing with difficult situations – with examples**



## Course Content

Understanding What X Is

Viewing Your Home Page

Following People and Stakeholders

Reading Tweets / How Tweets Work

Writing Tweets

Hashtags: Examples of popular Hashtags /  
Etiquette on Hashtags

Interacting with Other Users: Replying to  
a Tweet / Conversations

Direct Messages

Working with Tweets you like: ReTweeting  
and etiquette

Who to Follow and etiquette

Controls

X Advertising

X Analytics and Metrics

Leonard  
Cheshire 

“Paul’s training has given our team the knowledge and confidence to engage effectively on social media. He has great working knowledge of social media tools and tactics and was able to give us lots of practical tips. We now use Facebook and Twitter on a daily basis to reach out and engage with people. I very much recommend Paul to other organisations who require an expert social media trainer.

Eilis Mulholland, Project Co-ordinator,  
Be Safe Stay Safe, Leonard Cheshire Disability



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# LinkedIn Fundamentals Training

Our LinkedIn training course will give you the practical skills and knowledge to successfully use LinkedIn – the world’s most important business and professional social media network.

Our LinkedIn training course will give you the practical skills and knowledge to successfully use LinkedIn – the world’s most important business and professional social media network.

## If you care about:

- Raising the visibility and impact of your company staff to business and professional stakeholders
- Improving your professional profile and online networking ability
- Engaging with professionals across the public and private sectors
- Improve key business functions – from Recruitment, B2B Marketing to Lead Generation

Then you’ll benefit hugely from our LinkedIn training.



## Workshop Content

### Introduction to LinkedIn

- Business, Marketing Recruitment and Sales Opportunities with LinkedIn
- Understanding and amending your LinkedIn Settings
- Navigation

### Improving Your LinkedIn Profile

- What makes a good profile – examples
- Creating / adding to your profile
- Customize your profile

### Raising Your Visibility/Interacting on LinkedIn

- Brainstorm: types of content to post / Page posts vs personal
- Status Updates on LinkedIn
- LinkedIn blog / author posts
- Interacting with connections
- Asking for Recommendations
- Interacting with others on LinkedIn

### Building Connections on LinkedIn

- Where to source contacts from
- Find contacts and add them to your network
- Searching and Advanced Search

### Company Pages on LinkedIn

- Why have a Company Page – Value
- How to create a Company Page
- Marketing your company

### LinkedIn Services

- Overview of LinkedIn Services – from LinkedIn Advertising to Sales Navigator

# GRENKE

“Being new to LinkedIn, I arranged a training day for myself and my staff to understand and utilise the full benefits of LinkedIn. Paul covered a range of topics from updating our profiles, creating a company page, how to post blogs along with some of the etiquette’s when asking for connections. My staff and I are more confident using LinkedIn and now upload regular posts. I would highly recommend Paul to any businesses that want to use LinkedIn as part of their sales and marketing strategy.”

Stephen Nesbitt, Director of Grenke Agency Belfast





# LinkedIn for Recruitment Training

Our LinkedIn for Recruitment online training course will provide you with the skills you need: from the fundamentals to advanced recruitment!

## Purpose:

LinkedIn is an exceptionally powerful network for advertising, sourcing, and attracting talent. Businesses across the globe are upskilling in using LinkedIn for Recruitment given the rise in users, challenges in recruiting staff and pressure to reduce recruitment costs.

Aimed at HR managers and recruitment officers, the LinkedIn course is specifically designed to help you discover how to:

- Significantly increase your knowledge of LinkedIn for recruitment
- Use LinkedIn search to identify relevant candidates
- Learn about the potentials for using LinkedIn Recruiter and Job Posts successfully
- Improve your professional and company presence via engaging content

## Who Should Attend:

- HR managers, staff and recruitment officers
- Delivered based on company HR unit requirements



## Workshop Content

### Introduction to LinkedIn Quick Overview

- Setting out your company HR and Recruitment goals for LinkedIn
- Overview of LinkedIn Talent Solutions: Recruiter, Job Posts and Career Pages

### LinkedIn for Recruitment

- LinkedIn Recruiter: for identifying and contacting passive candidates
- Job Post Adverts: How to create and post job posts & practical advice on dos & don'ts
- LinkedIn Career Pages: Creating and managing a Page

### Improving Your LinkedIn Profile

- What makes a good profile – examples
- Creating / adding to your profile
- Customize your profile

### LinkedIn Search and Building Connections / Contacting Via LinkedIn Search

- Brainstorm – where to source contacts from
- Finding contacts and add them to your network
- Searching by name

### Company Pages and Content for Employer Branding

- Why have a Company Page – Value
- How to create a Company Page and gain follows
- Promoting your company culture and selling points

### LinkedIn Recruiter Overview

- Overview of LinkedIn Recruiter
- Recruiter Options
- Person Profile and Branding Considerations
- Creating Projects: Project Overview
- Creating a Project
- Project Settings
- Adding a Team Member
- Jobs: Posting a Job
- Recruiter Pipeline: saving and adding candidates
- Managing Pipeline
- Communicating with Candidates: Messaging, In-mail and templates
- Reporting

### LinkedIn Job Posting

- Recommendations on LinkedIn Job Posting
- Paid Vs Free Job Ads – Pros and Cons
- How to reduce Unsuitable candidates
- Liaising with Applicants

### Developing a Road Map for Improving LinkedIn

- Matching LinkedIn Products and Tactics with HR and Recruitment Objectives
- Developing a Test Campaign / Road Map



## LinkedIn for Employability

As the world's largest social media platform for professionals, LinkedIn now forms an extremely important part of modern career development and getting hired.

LinkedIn is not just an online CV! It's become a platform for growing highly valuable professional contacts, showcasing your work, raising your profile and actively searching for career opportunities.

- **Nearly 60% of jobseekers use LinkedIn to find new job opportunities!**
- **And last year there was an 88% increase in job hires via LinkedIn**

The Octave Digital LinkedIn for Employability training course delivers a practical guide to how you can utilise all the core areas of the platform to develop your career.

We've successfully delivered the course to senior executives and third-level clients, including Central Dublin Education and Training Board.

We are now taking bookings – and courses are available online globally or in-person in Ireland.



## Course Content

### Course Overview

- Importance of LinkedIn for Employability
- Career Strategy and LinkedIn: Building an Inbound and Outbound Plan / Reviewing your career Wishlist.
- LinkedIn Navigation – Key areas, Setting and Privacy

### Building a Great Profile

Featuring quick demonstrations followed by multiple practical exercises

- Building a great Profile – fundamental areas
- Best practice Profile examples
- Profile options - Full functionality of Profiles / Editing your Profile section
- Developing your own personalised professional profile: from Summary to About section, experience, skills and recommendations
- Adding media content in Featured Media/ Creator Mode
- Open to Work function and settings

### LinkedIn Search: For Career and Job Opportunities

- Overview of LinkedIn Search
- Performing advanced searches for key people, companies and recruiters
- Search exercises

### Building Connections on LinkedIn

- Guide to how to connect and who to connect with
- Utilising Connections

### Content: Raising Your Visibility and Interacting on LinkedIn

- Types of content - what you should post on LinkedIn (from showcasing your content, to industry comment etc)
- Reviewing types of content
- Engaging with others
- Practical exercises on developing Content Ideas and a Plan

### LinkedIn Jobs / Applying for Jobs:

- Reviewing LinkedIn Jobs
- Searching for a Job – save a search, alerts and filters + Exercise
- Reviewing the detail on a Job / saving a job and Job Alerts
- Building a CV / Adding to LinkedIn
- Applying for jobs
- Researching and Contacting HR / Recruitment contacts





## LinkedIn for Lead Generation

The one-day in-house training workshop will give you the practical skills and knowledge to successfully use LinkedIn for business development and sales. The main focus of the course will be learning how to use Sales Navigator.

As the world's most important B2B social media network., LinkedIn has over 750 million users worldwide – but only a small percentage come close to realizing the true potential of LinkedIn or are using it effectively.

### If you care about:

- Raising the visibility and impact of your company staff online
- Increasing B2B leads and sales
- Promoting your company to potential buyers

Then your company will benefit hugely from our in-house LinkedIn training.

### Who is The Training For:

The full-day training session is designed primarily for business development, sales and marketing staff within companies who need to improve their influence in B2B marketing and sales. They will gain important practical skills in using LinkedIn and LinkedIn's powerful programme for business development – Sales Navigator. The training is completely bespoke to each client and is delivered in-company across Ireland.



## Training Benefits

- Gain valuable practical skills in key areas of LinkedIn
- Actively improve your B2B marketing and business development skills
- Learn how to use the Sales Navigator programme

## Workshop Content

### Introduction to LinkedIn

- Business, Marketing Recruitment and Sales Opportunities with LinkedIn
- Understanding and amending your LinkedIn Settings

### Improving Your LinkedIn Profile

- What makes a good profile – examples
- Creating / adding to your profile
- Customize your profile

### Building Connections on LinkedIn

- Where to source contacts from
- Find contacts and add them to your network
- Searching

### Raising Your Visibility / Interacting on LinkedIn

- Brainstorm: types of content to post / Page posts vs personal
- Status Updates on LinkedIn
- Engaging with Others
- Ideas on Content

### Searching for People on LinkedIn

- Overview of LinkedIn

### Advanced Search

- Developing targeted lists
- Performing Boolean Searches

### Overview of Other Core Areas of LinkedIn

- Sales Navigator
- LinkedIn Company Pages
- LinkedIn Advertising

### Sales Navigator

- Overview of Sales Navigator
- Getting started on Sales Navigator
- Identifying account and gaining competitive advantage
- Finding priorities
- Incorporating Sales Navigator into your Sales and CRM

**FixDex**  
Promoted

Learn how to understand the values and needs of your customers.

Work better with your customers

Improve your workflow with rep

2 Likes

Like Comment Share

**The Atlantic**  
Popular in the internet industry

**Ryan Holmes**  
CEO at HootSuite

**Arianna Huffington**  
President and Editor-in-Chief at The Huffington Post Media Group

LET'S CREATE DEEPER CUSTOMER RELATIONSHIPS.

Find out more

About Help Business



## LinkedIn Advertising

Learn how to deep target professionals across the world's biggest business social media network.

LinkedIn allows advertisers to search and advertise to professionals by a unique range of factors including job title, position, industry and location.

The linked advertising course (module) will introduce you to the key benefits of using LinkedIn Advertising , and how to build and run an Advertising Funnel.

- **Benefits of using LinkedIn Advertising**
- **LinkedIn Advertising and wider marketing**
- **Getting started / Page Access**
- **Installing Insight Tag**
- **LinkedIn Advertising Options: Sponsored Content, Dynamic Ads, Video, Lead Generation forms, Event Ads**
- **LinkedIn Advertising strategy**
- **Campaign Set up and Management: objectives, audience targeting, messaging, targeting and retargeting**
- **Measurement, metrics and reporting**





# TikTok Fundamentals Training

**Our dedicated TikTok training course equips you with the knowledge, understanding and practical skills to using the platform effectively for your business.**

Octave Digital's TikTok Training will allow you to develop highly valuable practical skills and a clear understanding of the marketing opportunities for your business.

TikTok is currently the fastest growing social media platform globally. With its use dominated by the under mid-20's 'Gen Z' market, the UK has around 9.2 million active monthly users (Statistica 2022) of the app. Users spend a very high volume of time on the app – with an average of 40 minutes daily, more than most social media platforms.

Given the popularity of the platform and the ability for brands to gain excellent visibility, it's not surprising that businesses see a strong commercial advantage.

## We'll show you:

- How to create short and snappy content that is entertaining and stands out
- The types of content that will work best for your own business
- Navigating and getting the best from the platform.



### Training Format and Options

Can be flexible and delivered according to your needs, either through online delivery or in-house training.

All our courses are delivered bespoke to each client (not a public course with numerous other businesses)

### Workshop Content

#### TikTok Content Key Skills

- How to get started with TikTok – introducing the App and how people use it
- How to navigate the app
- Using in-app features and filters
- Shooting and editing videos
- Creating trending content
- Engaging with users (responding to comments, duetting videos, challenges)
- Understand the algorithm and how to get maximum reach

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#### Marketing Effectively on TikTok

- Developing a TikTok Marketing Strategy
- TikTok advertising
- Advertising products through Content Marketing
- Looking at examples of best practice
- Engagement (likes, views, comments, shares) of different types of videos and deciding which are most effective
- Creating a content action plan



## Social Media for Customer Service

**Bespoke training for customer service teams. Improve your strategy and skills for managing customer complaints and interactions via social media.**

Communicating with customers via social media has become vitally important for many organisations.

While social media enables customer care teams to respond and interact rapidly, it also creates particular challenges which require investment in staff skills, management and resources.

The Social Media for Customer Care Service is the only dedicated service for customer teams in Ireland.

It is focussed on significantly improving the ability of customer service teams to:

- **Quickly improve staff knowledge and skills in social media**
- **Benefit from an approved style guide on social media**
- **Deal professionally with customer queries via social media**
- **Handle difficult situations on social media**





The Octave Digital Social Media for Customer Care Service is unique in Ireland. While there are many social media training classes available, our service and training are focussed on the exact needs of customer service teams, who need to build a strategy for dealing with customer complaints and to improve their customer service handling skills rapidly.

## Workshop Content

The training will focus on the critical areas of excellent customer service on social media, feedback from the review and learning from best practice. There's a strong emphasis on practical exercises and group discussion throughout the training with attendees gaining experience across a wide range of social customer service scenarios from monitoring comments though to complaint handling.

- Introduction to Social Media
- Review of key Social Media Customer Care review findings
- Analysis of Best Practice Examples in Social Media Customer Care + Practical Exercises

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## Improving Social Media Customer Service Management + Practical Exercises

- Transparency on social media
- Tone of voice
- Empathy and caring
- Moving the Conversation to Another Channel
- Pre-preparing Common Scenario Responses
- How to Handle Rude Customers
- How To Be Helpful

# DIGITAL SKILLS TRAINING

Significantly improve your digital skills. Our professional, tailored training – from smartphone photography to video content – delivered by seasoned experts.

- Smartphone Video Training
- Video Training (Camera Based)
- Smartphone Photography Training





# Smartphone Video Training

**In our Smartphone Video Training course, you will learn how to produce great quality video content on your Smartphone. Delivered by a professional videographer, we can teach you the skills to storyboard, shoot and edit video content.**

## Workshop Content

In our Smartphone Video Training course, you will learn how to produce great quality video content on your Smartphone. Delivered by a professional videographer, we can teach you the skills to storyboard, shoot and edit video content...

## Format

**Four Sessions of 2.5 hours**





### Session 1

Analysis of well-made corporate promotional pieces to illustrate best practice in capturing and editing videos. This can include analysing any past videos made by participants and how they can be improved upon.

We will cover a comprehensive, practical how-to on the following elements:

- How to operate a camera in different situations
- Shutter angle and motion
- Composition – the Rule of Thirds
- Choice of location and background
- Sound – best practice in recording clean sound
- Straight recording vs dual audio recording
- Lighting – the three-point lighting technique

#### Assignment:

Each participant / team will write a treatment and film a mock corporate video and apply what was learned in a real-world scenario. This will involve participants interviewing each other / themselves or a family member and filming relevant cutaways as per their storyboard / script.

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### Session 2

Part 1: Review of the footage captured during the week and real-time feedback. Listening to feedback on their own work and also the work of other participants will help solidify and bring to life all that was learned in session 1.

Part 2: Introduction to editing including media management and basic editing techniques in Davinci Resolve.

#### Assignment:

Each participant to re-shoot elements of their previous efforts as needed based on feedback from the trainer.

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### Session 3

Each participant will edit their corporate film in Davinci Resolve and learn advanced editing techniques, including:

- Applying effects, transitions and retiming clips
  - Zooming in and repositioning a shot
  - Stabilising a shaky shot
  - Changing the colour of a shot
  - Adding lower thirds
  - Adding subtitles
  - Where to source copyright free music and how to mix it into your video.
- 

### Session 4

A continuation of editing allowing participants to ask the trainer questions in breakout rooms. This will be followed with a screening including trainer feedback of each corporate video made.



## Equipment and Tech Requirements

Participants will need a:

- Smartphone Tripod
- Smartphone holder
- The Filmic Pro app downloaded on their phone (paid)
- Davinci Resolve downloaded on their computer (free)

## About the Trainer

Patrick is a highly experienced video director, producer specialising in video production training. As an Associate of Octave Digital, he manages all in-house video training and has previously delivered video training courses to:

- Enniskillen Castle
- RSM Accountancy Ireland
- The Roads Safety Authority Ireland
- The Arts Council of Northern Ireland
- Housing Rights Service NI

Patrick is a filmmaking lecturer at Pulse College and Griffith College and also teaches bespoke courses to businesses through Ireland and the UK. An award-winning film director working between Belfast and Dublin, his short films have screened at numerous major film festivals around the world including Bafta® and Academy Award® qualifiers Palm Springs Shortfest, Raindance, Audi Dublin International Film Festival and London Short Film Festival.



## Video Training Service (Camera Based)

**Gain the practical skills to produce great quality short videos in-house.**

Octave Digital provides a video production training service designed especially to fully boost in-house skills. Delivered by a highly experienced video director and trainer who will ensure your team can successfully plan, shoot, and edit their own in-house video content.

The course will bring you and colleagues from having zero / limited knowledge through to teaching you everything you need to do practically to create short videos.

The course contains a wide variety of examples and practical exercises – and you'll be guided every step of the way in creating your own content.





## Key Benefits

Our video training course is one of our most sought-after courses and is delivered across Ireland.

We have successfully delivered video training to organisations including The Southern Assembly, The Roads Safety Authority Ireland and The Arts Council of Northern Ireland, helping them to:

- Understand the range and cost options for video equipment
- Learn practical production and editing skills from an established video director and trainer
- Learn how to promote their videos content online

## Format

- **1.5 and 2 day options**
- **In-Person**

In-person courses are typically delivered at the client’s location – and we deliver the service all over Ireland.

## Video Training Service Outline

Typically, our in-house video training course consists of the following elements:

- Training Needs Assessment
- Camera Operation
- Video Production
- Video Content Editing
- Promoting Your Videos Effectively

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### Training Needs Assessment

We will meet with you to assess your requirements and team skills in video production. As part of this short process, we will review:

- Any video content you have produced
- Individual team experience in producing video content
- Existing camera and video editing equipment / future investment

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### Camera Operation

We start off the training session with a comprehensive, practical how-to on the following elements:

- How to operate a camera in different situations
- Shutter angle and motion
- Composition – the Rule of Thirds
- Choice of location
- Sound – best practice in recording clean sound
- Straight recording vs dual audio recording
- Lighting – options and the three-point lighting technique



## Video Production

Using Final Cut Pro (or chosen programme), your team will learn how to master the following areas:

- Media management
- Basic editing techniques including three-point editing
- Applying effects, transitions and retiming clips
- Zooming in and repositioning a shot
- Stabilising a shaky shot

## Video Content Editing

After the team has learned to shoot the content effectively, the team will edit the footage, focussing on telling the story clearly and effectively, adding titles and music where appropriate, and upload the videos onto the internet.



“Octave Digital delivered a two-day course at the Arts Council offices and provided us with an extremely comprehensive overview of the practices and processes involved in film production. Patrick was highly organised, he had a clear and defined agenda for the course and early established our organisational requirements and objectives.”

Donal Monaghan, Digital Content Officer, Arts Council of Northern Ireland



# Smartphone Photography Training

**Effective Social Media relies on quality, attractive content. However so much social media content suffers from dull and poorly taken photography. Smartphones contain lots of fantastic features for capturing and editing stunning shots – but they need to be used in the right way!**

In our Smartphone Photography Course, professional photographer and trainer Paul Crawford will teach attendees how to take and edit high quality, impactful photos – using smartphones.

The course is designed for in-house teams to need to improve their photography skills, and is delivered online, or in-house, if required.

## **The half-day course will teach attendees:**

- Introduction to key principles of taking good quality photography
- Improving composition and positioning of your subject

- Lighting: Using light to create beautiful images
- Cropping Images to improve composition quality
- Recommended editing apps to improve brightness, colour and contrast.

## **About the Trainer: Paul Crawford**

Paul has been a full-time professional photographer since 1990. Paul focusses on teaching photography courses to beginners, as well as advising local businesses wanting to improve their own in-house photography and videos.



# Expert Trainers

## Paul McGarrity Managing Director

Paul is Managing Director of Octave Digital which was established in 2008 to help clients benefit from using digital and social media.

He is also the lead trainer responsible for course design, client relations and delivers the following specialist training:

- Social Media For Government and Public Sector Training
- LinkedIn Training



As a highly experienced Digital Marketing Director and Trainer, Paul has helped over 200 clients across the private and public sectors including:

### Corporate and Small Business

From multinational brands operating in Ireland including WW (Weight Watchers) and The European Recycling Platform, through to SMEs such as Sherry FitzGerald Lettings and Johnsons Solicitors

### Public and Government Sector

Designing and delivering highly effective marketing activity for public / government organisations and resulting in very

significant exposure and engagement, with clients including The Financial Services and Pensions Ombudsman, Cavan Tourism, Northern Ireland Water, Ireland South East and Tipperary County Council.

Paul is also a regular speaker at digital and social media conferences and seminars. Since 2014, he has Chaired and delivered the keynote presentation at Social Media Belfast – one of the largest social media seminars in Ireland. And has also represented Google as a Google Digital Garage Trainer helping small businesses to make the best of digital and social media.

## Training Associates

**All our training is designed and delivered by an experienced trainer – each an expert specialist in their particular field (e.g. Instagram, Facebook or Video production). Octave Digital has a range of associate trainers available including:**

### Video Production Trainer: Patrick

A highly experienced video director, producer and trainer. As an Associate of Octave Digital he manages all in-house video training and has previously delivered video training courses to Autoline Insurance and the Road Safety Authority of Ireland.

Patrick is a filmmaking lecturer at a number of Irish film schools and also teaches bespoke courses to businesses through Ireland and the UK. An award-winning film director working between Belfast and Dublin, his short films have screened at numerous major film festivals around the world including Bafta® and Academy Award® qualifiers Palm Springs Shortfest, Raindance, Audi Dublin International Film Festival and London Short Film Festival.

As an associate video trainer, he has successfully delivered highly impactful training to the following organisations:

- Kilkenny County Council
- Road Safety Authority of Ireland
- Belfast Harbour Commissioners
- Department of Children, Equality, Disability, Integration and Youth
- Ireland wild Escapes
- Southern Regional Assembly





## Social Media Trainer: Ruth

A highly experienced social media trainer with a strong track record in social media management.

Her former roles include Development Manager and Trainer for Young Enterprise NI, Project Manager with NOW Group, Youth Development Manager in The Bytes Project and Community Development and Trainer with the Presbyterian Church.

Ruth has utilised social media skills in each of these roles to create content and build communities, as well as for marketing events and projects providing services to a target market. She has created professional video and graphics for content and managed social media across platforms including Facebook, LinkedIn, X, YouTube and Instagram.

Ruth has delivered highly impactful social media training for Octave Digital clients including:

- Lotus Homes: one-to-one training on improving their understanding and use of Instagram for marketing.
- Kildare County Council: Social Media governance training
- Tipperary County Council: Facebook and X practical training for Council employees



# Costs

## Online Delivery

Course	Duration	Price (€/£)	Additional People
Social Media Training: Facebook, Instagram, X and TikTok (4 attendees)	One Full Day - combined platforms	€2200 £1800	€80 £80
Social Media Training: LinkedIn (4 attendees)	Full Day - split into short sessions	€2200 £1800	€100 £100
Social Media Training: LinkedIn (4 attendees)	Half Day	€1400 £800	€100 £100
Video Training: Smartphone	1.5 days - split into short sessions	€2800 £2250	€100 £100 <small>(Note: max of 6 people per class)</small>
Photography Training	Half Day	€600 £500	€30 £25



## In Person Delivery

Course	Duration	Price (€/£)	Additional People	Mileage
<b>Social Media Training: Facebook, Instagram, X and TikTok (4 attendees)</b>	One Full Day - combined platforms	€2200 £1800	€80 £80	Based on €1.10/km or £0.70/mile
<b>Social Media Training: LinkedIn (4 attendees)</b>	Full Day - split into short sessions	€2600 £2400	€100 £100	
<b>Social Media Training: LinkedIn (4 attendees)</b>	Half Day	€1800 £1500	€100 £100	
<b>Video Training: Camera Based (4 attendees)</b>	Two Full Days - split into short sessions	€3200 £2800	€100 £100 <small>(Note: max of 6 people per class)</small>	
<b>Video Training: Smartphone</b>	1.5 days - split into short sessions	€3200 £2800	€100 £100 <small>(Note: max of 6 people per class)</small>	
<b>Photography Training</b>	Half Day	€600 £500	€30 £25	

# Recommendations

## fscom

“ Paul delivered an excellent online LinkedIn training session to our marketing team. It was clear, comprehensive and interactive. I loved the fact we actually used the training course to develop some live LinkedIn ads as this proved very beneficial and great use of the time. I would highly recommend Paul and Octave Digital for LinkedIn training - we plan to have him back for a wider company training session in the near future!

Elaine Tighe, Marketing Manager, FSCOM

## GRENKE

“ Being new to LinkedIn, I arranged a training day for myself and my staff to understand and utilise the full benefits of LinkedIn. Paul covered a range of topics from updating our profiles, creating a company page, how to post blogs along with some of the etiquette's when asking for connections. My staff and I are more confident using LinkedIn and now upload regular posts. I would highly recommend Paul to any businesses that want to use LinkedIn as part of their sales and marketing strategy.

Stephen Nesbitt, Director of Grenke Agency Belfast



“ Paul’s work and expert knowledge enabled us to quickly understand the key improvements required to utilise social media effectively. Wicklow County Council now have a clear framework for managing social media, best practice examples on great social media content and practical skills for staff. I would certainly recommend Paul to other local authorities who need to improve their social media performance. ”

Lorraine Gallagher: Senior Executive Officer,  
Enterprise and Corporate Services, Wicklow County Council



“ Excellent workshop. Really helped to focus my thoughts and high-quality content. Will make a real impact on my marketing strategy. Overall, a highly effective and useful workshop. Thank you in particular to Paul whose delivery was excellent. ”

Trainee on Digital Marketing Strategy Course, South Dublin County Council



“ Excellent training, completely changed my view on having to do the social media for my company. The training allowed me to find my own rhythm and ways of creating my content which has given me an enthusiasm that I never had before. A huge thank you to Ruth for helping me discover the digital marketer in me! ”

Samantha Shannon, Lotus Homes



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digital

## Contact Us

Contact us today to find out how we can bring your digital and social media skills to the next level.



**Paul McGarrity**  
Director

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