

Social Media Training Programme

1. Background and Context

HWSETA is a Schedule 3A Public Entity mandated under the Skills Development Act to promote and facilitate skills development in the health and welfare sector. The Marketing and Communications Unit is central to HWSETA's stakeholder engagement, public accountability, and brand reputation. The unit manages the organisation's digital presence across multiple social media platforms, including LinkedIn, Facebook, X (Twitter), and Instagram.

Despite ongoing efforts, the team has identified significant gaps in its capacity to leverage social media strategically, produce high-quality content consistently, and measure impact effectively. This request for proposal seeks to engage a qualified social media trainer or specialist training agency to deliver an intensive, practical, and customised training programme directly at HWSETA's offices.

2. Objectives of the Training

The overarching goal of this training is to build the Marketing and Communications team's technical competence and strategic confidence in social media management. Specifically, the training must equip participants to:

- Develop and execute platform-appropriate content strategies aligned with HWSETA's mandate and brand identity
- Produce compelling visual and written content using professional tools and templates
- Understand and apply social media analytics to measure reach, engagement, and impact
- Manage HWSETA's platforms professionally, including scheduling, community management, and crisis response
- Leverage paid social media advertising and boosting for stakeholder campaigns
- Align social media activity with broader communications, events, and advocacy goals
- Comply with applicable public sector communication standards and governance requirements

3. Scope of Training

3.1 Core Modules Required

Proposals must demonstrate coverage of the following content areas. Providers are encouraged to sequence and package these modules in the most pedagogically sound way.

Day	Module / Focus Area	Key Outcomes
Day 1	Social Media Strategy and Brand Alignment — Platform audits, audience mapping, tone of voice, government/public sector communication standards	Clear platform strategy per channel; brand voice guide
Day 2	Content Creation and Visual Storytelling — Graphic design tools (Canva, Adobe Express), photography principles, short-form video, reels and infographics Copywriting for Social Media — Headlines, captions, hashtags, accessibility (alt text, captions), plain language for public communication	Content calendar template; team design competency Platform-specific writing styles; accessible content principles
Day 3	Analytics, Reporting and Paid Media — Meta Business Suite, LinkedIn Analytics, campaign reporting, ad creation and budget management Crisis Communication and Community Management — Responding to complaints, managing negative publicity, escalation protocols, scheduling tools (Buffer/Hootsuite)	Monthly reporting template; basic paid campaign capability Crisis response matrix; content scheduling workflow

Note: For 3-day formats, providers must clearly indicate how the above scope will be consolidated without omitting strategic and analytical content.

4. Training Methodology

HWSETA requires an intensive, hands-on training methodology. The following approaches are expected:

- Instruction delivered on-site at HWSETA offices by a lead trainer or facilitator
- Blended approach: short theory inputs combined with practical exercises and live platform demonstrations
- Real-time application using HWSETA's own social media accounts and existing content (where appropriate)
- Small group activities, peer critique, and individual feedback sessions
- Daily wrap-up and reflection exercises to consolidate learning
- Provision of all training materials, toolkits, and resources in digital and printed format

The training should be pitched at a mixed-competency team — from foundational users to practitioners seeking advanced strategic skills. The provider must demonstrate the capacity to differentiate instruction within a single group setting.

5. Target Participants

Number of Participants	4 to 8 staff members
Roles Represented	Marketing Manager, Communications Officer(s), Social Media Coordinator, Events and Stakeholder Liaison
Current Skill Levels	Mixed — ranging from basic platform users to intermediate practitioners
Training Language	English
Accessibility Requirements	To be confirmed with registered participants prior to commencement

6. Logistical Requirements

The following logistical conditions apply to this training engagement:

- Training must be delivered on-site at HWSETA's offices in Johannesburg, Gauteng
- The provider is responsible for supplying all facilitation equipment (projector, slides, handouts, printed workbooks)
- HWSETA will provide a suitable training room, Wi-Fi access, and refreshments
- Training hours: 08:30 to 16:30 daily (with a 1-hour lunch break and two 15-minute tea breaks)
- A minimum of one qualified facilitator must be present for all sessions; a co-facilitator is preferred for groups of 6 or more
- All participants must receive a digital copy of training materials by no later than close of business on the final day

7. Deliverables

The selected provider is expected to deliver the following:

#	Deliverable	Deadline
1	Detailed training schedule and programme agenda	7 days before training start
2	Pre-training needs assessment or skills audit (short questionnaire)	14 days before training start
3	Customised training materials, workbooks, and slide decks	3 days before training start
4	Live facilitation of the full 3–5 day training programme	As per agreed dates

5	Resource toolkit: social media templates, content calendar, caption library, reporting template	By last day of training
6	Post-training assessment (competency check)	Last day of training
7	Written training report with attendance register and evaluation summary	5 working days post-training

8. Proposal Requirements

Interested trainers or agencies must submit a proposal that includes the following:

- Company or individual profile, including registration details and B-BBEE status
- Detailed curriculum vitae of the lead facilitator(s)
- Proposed training programme with module outlines and time allocations
- Evidence of previous similar training delivered (at least two references or testimonials)
- Sample training materials or methodology overview
- Itemised cost breakdown: facilitation fees, materials, travel (if applicable), VAT
- Confirmation of ability to deliver on-site and within the proposed timeframe

Late or incomplete proposals will not be considered.