

€ TRAINING

Social Media Account Management





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Introduction:

This training program designed to equip participants with the skills and knowledge necessary to effectively manage social media accounts for businesses and organizations, participants will learn the fundamentals of social media platforms, content creation, and community engagement strategies. The program emphasizes the importance of understanding target audiences and leveraging analytics to optimize performance. Participants will also explore best practices for maintaining brand consistency and implementing crisis management protocols.

Program Objectives:

By the end of this program, participants will be able to:

- Master the essentials of social media platforms and their features.
- Create engaging content tailored to target audiences.
- Increase followership, engagement, and brand awareness.
- Utilize social media analytics tools for strategy optimization.
- Learn crisis management techniques for effective response.
- Maintain brand consistency and voice across platforms.

Targeted Audience:

- Marketing professionals enhancing social media skills.
- Business owners managing own social media.
- Social media managers overseeing multiple accounts.
- Entrepreneurs building brand presence online.
- PR professionals boosting online presence.
- Freelancers offering social media services.

Program Outlines:

Unit 1.

Introduction to social media account management:

- Understanding the role of social media in business.
- Exploring popular social media platforms and their demographics.
- Identifying key components of effective social media account management.
- Setting goals and objectives for social media presence.
- Establishing a brand voice and persona.
- Familiarizing with social media management tools and resources.

Unit 2.

Content creation and curation:

- Developing engaging content tailored to target audiences.
- Leveraging multimedia elements for impactful storytelling.
- Curating relevant content from various sources.
- Planning content calendars and schedules.
- Implementing strategies for content optimization.
- Monitoring trends and adapting content strategy accordingly.

Unit 3.

Community engagement and interaction:

- Building and nurturing online communities.
- Responding to comments, messages, and mentions promptly.
- Encouraging user-generated content and participation.
- Managing online conversations and feedback effectively.
- Cultivating relationships with influencers and brand advocates.
- Handling negative feedback and crises professionally.

Unit 4.

Analytics and performance tracking:

- Utilizing social media analytics tools to measure performance.

- Monitoring key metrics such as reach, engagement, and conversion.
- Analyzing audience demographics and behavior.
- Identifying trends and opportunities for optimization.
- Generating reports and insights to inform strategy adjustments.
- Setting benchmarks and goals for continuous improvement.

Unit 5.

Strategy development and optimization:

- Developing comprehensive social media strategies aligned with business objectives.
- Conducting competitor analysis and market research.
- Iterating and refining strategies based on analytics and insights.
- Experimenting with new tactics and campaigns.
- Integrating paid advertising and promotions effectively.
- Collaborating with cross-functional teams for holistic marketing efforts.