€TRAINING

Social Media Management

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Introduction:

Mastering social media management is essential for any organization's communication and marketing efforts. This training program aims to provide professionals with the expertise and tools needed to leverage social media effectively for enhancing engagement, creating impactful content, and optimizing for search engines SEO.

Program Objectives:

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

- Understand the role of social media in communication and marketing strategy.

- Develop strategies for effective social media engagement.

- Master the art of creating compelling and engaging content.

- Learn the principles of SEO and how to apply them to social media content.

- Implement best practices for managing and measuring social media campaigns.

Targeted Audience:

- Marketing professionals

- Communication strategists

- Content creators

- Social media managers

- PR professionals

Program Outlines:

Unit 1:

Communication and Marketing Strategy:

- The Role of Social Media in Modern Communication.

- Integrating Social Media with Overall Marketing Strategy.

- Identifying Target Audiences on Social Media.

- Setting SMART Goals for Social Media Campaigns.

- Analyzing Competitor Social Media Strategies.

Unit 2:

Social Media Engagement:

- Building and Nurturing Online Communities.

- Strategies for Increasing Social Media Followers.

- Effective Use of Social Media Features Stories, Live, Polls

- Handling Customer Service and Feedback on Social Media.

- Measuring and Analyzing Engagement Metrics.

Unit 3:

Content Creation:

- Types of Content for Social Media Images, Videos, Blogs.

- Crafting Captivating Headlines and Posts.

- Visual Storytelling and Design Principles.

- Scheduling and Planning Content Calendar.

- Tools and Apps for Content Creation.

Unit 4:

Search Engine Optimization SEO:

- Introduction to SEO and Its Importance for Social Media.

- Keyword Research and Implementation.

- Optimizing Social Media Profiles for Search Engines.

- Creating SEO-Friendly Social Media Content.

- Tracking and Analyzing SEO Performance.

Unit 5:

Managing and Measuring Campaigns:

- Setting Up and Managing Social Media Ad Campaigns.

- Budgeting and Allocating Resources for Social Media.

- Tools for Monitoring and Managing Social Media Activity.

- Analyzing Campaign Performance and ROI.

- Steps for Reporting and Presenting Social Media Results to Stakeholders.