

# € TRAINING

Mastering Social Media Management



6 - 10 January 2025  
Kuala Lumpur (Malaysia)



# Mastering Social Media Management

REF: M2676 DATE: 6 - 10 January 2025 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

## Introduction:

This training program provides a comprehensive overview of social media management, equipping participants with the skills to navigate and leverage various platforms effectively. It empowers them to create impactful strategies, manage content, and analyze performance to drive organizational success.

## Program Objectives:

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

- Understand the fundamental principles of social media management and its role in digital marketing.
- Develop and implement effective social media strategies and content plans.
- Utilize platform-specific techniques to engage audiences and enhance brand presence.
- Integrate SEO practices and manage social media advertising for optimal results.
- Address legal and ethical considerations while preparing for future trends in social media.

## Targeted Audience:

- Social Media Managers.
- Marketing Professionals.
- Content Creators and Strategists.
- Digital Marketing Analysts.
- Business Executives involved in social media and digital strategy.

## Program Outline:

### Unit 1:

#### Fundamentals of Social Media Management:

- Overview of Social Media Platforms.
- Social Media Management Tools and Software.
- Developing a Social Media Strategy.

- Setting Objectives and Key Performance Indicators KPIs.
- Understanding the Role of Social Media in Digital Marketing.
- Integrating Social Media with Overall Marketing Strategy.
- Identifying and Analyzing Target Audiences.

## Unit 2:

### Content Creation and Engagement:

- Developing a Content Calendar.
- Creating Engaging Visual Content Images, Videos, Infographics.
- Writing Compelling Copy for Social Media.
- Understanding and Applying Content Formats Stories, Posts, Threads.
- Balancing Promotional and Value-Driven Content.
- Best Practices for Increasing Engagement.
- Building and Nurturing Online Communities.

## Unit 3:

### Communication Strategy and Platform-Specific Approaches:

- Crafting Effective Social Media Campaigns.
- Aligning Social Media Messaging with Brand Identity.
- Monitoring and Adjusting Strategy Based on Analytics.
- Platform-Specific Strategies: Facebook, Instagram, TikTok.
- Utilizing Social Media Analytics to Enhance Engagement.
- Managing Social Media Crises and Negative Feedback.
- Leveraging User-Generated Content for Engagement.

## Unit 4:

### SEO, Advertising, and Legal Considerations:

- Fundamentals of SEO for Social Media.

- Optimizing Social Media Profiles for Search.
- Using Keywords and Hashtags Effectively.
- Overview of Social Media Advertising Options.
- Crafting Effective Ad Campaigns.
- Measuring and Analyzing Ad Performance.
- Navigating Privacy, Data Protection Laws, and Social Media Policies.

## Unit 5:

### Analytics, Future Trends, and Ethical Considerations:

- Key Metrics to Track for Social Media Success.
- Tools for Social Media Analytics.
- Analyzing and Interpreting Social Media Data.
- Emerging Social Media Platforms and Technologies.
- The Impact of Artificial Intelligence on Social Media.
- Trends in Social Media User Behavior.
- Preparing for the Future of Social Media Management.