

€ TRAINING

Mastering Social Media Management



10 - 14 February 2025
Amsterdam (Netherlands)



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REF: M2676 DATE: 10 - 14 February 2025 Venue: Amsterdam (Netherlands) - Fee: 5750 Euro

Introduction:

Social media management involves planning, executing, and analyzing content and campaigns to achieve organizational goals and engage audiences effectively. This training program equips participants with the skills to create impactful strategies, manage platforms efficiently, and analyze performance to maximize reach and ROI. It focuses on aligning social media initiatives with brand objectives for optimal results.

Program Objectives:

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

- Develop effective social media strategies aligned with organizational goals.
- Manage diverse social media platforms to enhance audience engagement.
- Create compelling and targeted content for various platforms.
- Analyze performance metrics to optimize social media efforts.
- Ensure compliance with legal and ethical standards in social media management.

Targeted Audience:

- Social Media Managers.
- Marketing and Communication Professionals.
- Content Creators and Digital Strategists.
- Entrepreneurs and Business Owners.
- Public Relations Specialists.

Program Outline:

Unit 1:

Strategic Social Media Planning:

- Defining social media goals and aligning them with business objectives.
- Identifying target audiences and understanding their behavior.

- How to select the right platforms for specific goals.
- Creating a comprehensive social media strategy.
- Budgeting and resource allocation for social media campaigns.

Unit 2:

Content Creation and Management:

- Crafting engaging and platform-specific content.
- The process of developing content calendars for consistent posting.
- Utilizing tools for content scheduling and automation.
- Methods of managing multimedia content: images, videos, and live streams.
- Strategies for fostering audience interaction and participation.

Unit 3:

Platform Optimization and Growth:

- Techniques for managing major platforms: Instagram, LinkedIn, Twitter.
- Growing organic reach through strategic engagement.
- Leveraging platform-specific features for better performance.
- Community management and responding to audience queries.
- Tools for building and maintaining a consistent brand voice.

Unit 4:

Social Media Analytics and Performance:

- Key performance indicators KPIs for social media.
- Tools for tracking and analyzing social media metrics.
- Interpreting data to refine content and strategies.
- Benchmarking performance against competitors.
- Creating performance reports for stakeholders.

Unit 5:

Legal and Ethical Standards in Social Media:

- Copyright and intellectual property in social media.
- Frameworks of managing data privacy and user consent.
- Ethical guidelines for social media marketing and interactions.
- Crisis management techniques and handling negative feedback.
- Compliance with platform policies and regulations.