

Advanced Social Media Training

Duration: 5 Days

Language: en

Course Code: IND11-104

Objective

Upon completion of this course, participants will be able to:

- Understand the vitality of social media in the modern world.
- Assess various advanced strategies to help reinvent social media presence.
- Review thematic planning techniques to generate content relevance and stay in time with trends.
- Utilise time-efficient workflows to boost the commercial impact of the activity.
- Comprehend the latest features of popular social media networks and predict future changes and improvements.
- Conduct mature approaches to measuring and reporting on performance.
- Analyse ideal content formats and targeting methods for leading channels.
- Visualise and plan for the contribution of effective social media marketing can have on an organisation.

Audience

This course is designed for anyone who wishes to develop their social media presence to increase an organisation’s success. It would be most beneficial for:

- Social Media Managers
- Business Owners
- Marketing Directors
- Sales Directors
- Social Media Officers
- PR Personnel
- Community Managers

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will analyse existing social media pages of established organisations to highlight communication and optimisation techniques that have led to success.
To ensure the participants have a full opportunity to engage with the taught content, they will participate in a variety of presentations, video materials, group discussions, and individual activities. This will allow them to combine their existing knowledge with advanced social media knowledge and skills.

Summary

In the modern world, social media has become incredibly important in many ways. The majority of younger and some older generations spend their entire lives online. This has transformed how consumers interact with organisations and services, and to remain relevant, organisations must engage in social media to build rapport with their audience.
Social media is far more complex than one might expect. A wide range of factors can influence an organisation's success, and the organisation needs to strategise and plan its online presence and identify effectively. There must be a strong understanding of optimising its content best and navigating social media algorithms that dictate what is popular and worth promoting.
An organisation must consider the inner workings of the social media network and fully engage with its target audience. Social media users crave interaction, and communicating effectively is essential to creating the foundation of trust. To further develop a connection, organisations will need to interact with various trends as they happen, as these are the ideal methods for increasing reputation and maintaining likeability.

Course Content & Outline

Section 1: Introduction to Social Media

- Identifying different types of social media platforms and their primary purpose.
- Reviewing the evolution of media from traditional to digital.
- Assessing the latest trends and understanding how they may originate.
- Comparing the benefits and limitations of social media.
- Consequences of a poor social media presence.
- The roles and responsibilities of a social media manager.

Section 2: Developing a Social Media Strategy

- Establishing the overall goals for the organisation's social media presence.
- Advanced approaches to innovative social media planning.
- Visualising and developing an online identity and maintaining a consistent brand throughout the digital world.
- Passive and proactive methods to increase content engagement.
- Designing a high-impact, multi-channel content calendar enables the organisation to promote its image strategically.

Section 3: Target Audience and Trends

- Identifying the target audience and their primary platforms.
- Building a following through dialogue and emotional connection with the target audience.
- Engaging with similar interests and people as the target audience.

- The importance of spreading awareness, building trust, and aligning beliefs with the audience.
- Interacting with typical trends of the target audience – liking, commenting, and sharing.

Section 4: Optimisation and Tracking Performance

- Methods and tools to effectively measure social media success.
- Gauging the commercial value of social media presence and performance.
- Regularly utilising techniques to boost social media productivity.
- Navigating ranking algorithms to ensure the organisation’s content is readily visible and accessible to the target audience.
- Emerging formats to grab attention and increase network traffic.

Section 5: Social Media Management

- Investigating the different social media networks, their purpose, and typical audiences.

- Adjust organisational content to suit each platform and audience best.
- Accept criticism and backlash and approach resistance calmly and respectfully.
- Utilising in-app security features to protect the accounts.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Management & Leadership, Media and Marketing, Sales & Marketing

Tags

Social Media, Social Media Training

Related Articles



Effective Strategies For Targeting Your Social Media Audience

Identify your target audience, analyse their preferences, and create tailored marketing plans for successful social media campaigns.

YouTube Video

https://www.youtube.com/embed/UBr0SMJdfXU?si=09GhxvrE2h9aJpzz