Comprehensive Social Media Training and Understanding

21 June – 9 July 2027
Lisbon (Portugal)



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Introduction

Social media now sits at the center of modern communication. It shapes how people discover brands, share ideas, build relationships, and make decisions. For organizations and professionals alike, success on social platforms no longer depends on simply being present. It depends on understanding how each platform works, how audiences behave, what type of content drives engagement, and how performance can be measured and improved over time.

The Comprehensive Social Media Training and Understanding course is designed to give participants a well-rounded and practical understanding of the social media landscape. Across 3 weeks, the course explores the evolution of social media, the strengths of major platforms, the principles of content creation, the foundations of content marketing, the mechanics of paid advertising, and the role of analytics in shaping stronger decisions. Participants will also examine important areas such as online reputation management, ethical considerations, influencer marketing, crisis management, and performance measurement, allowing them to approach social media with greater confidence and clarity.

Course Objectives

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

- Develop a comprehensive understanding of the social media landscape and its growing significance in personal and business communication.
- Create compelling content tailored to different social media platforms and audience expectations.
- Build and execute effective social media marketing strategies that support communication, engagement, and business goals.
- Strengthen their approach to content creation, content marketing, and content distribution across multiple channels.
- Understand how to use paid advertising techniques and improve campaign results through planning, budgeting, and optimization.
- Explore advanced practices such as influencer marketing, online reputation management, and crisis management on social media.
- Analyze key social media metrics and KPIs to measure performance and refine strategy using data-driven insights.
- Apply practical knowledge to become more capable and effective social media practitioners or strategists.



Course Outlines

Day 1: Introduction to Social Media and Its Evolution

- The history and evolution of social media
- The significance of social media in today's digital landscape
- The role of social media in personal and business communication

Day 2: Ethical Considerations and Online Reputation Management

- Ethical considerations in social media use
- Managing online reputation and brand image
- Responding professionally to online harassment and negative feedback

Day 3: Social Media Psychology and User Behavior

- Understanding user behavior across social media platforms
- The psychology behind social media engagement
- Techniques for creating content that resonates with your audience

Day 4: Building a Personal Brand on Social Media

- Building a personal or professional brand through social media
- Writing an effective bio and optimizing social media profiles
- Practical ways to strengthen visibility, influence, and audience trust

Day 5: Facebook and Instagram Mastery

- In-depth exploration of Facebook and Instagram
- Content strategies designed for each platform
- Using Facebook and Instagram effectively for business communication and promotion

Day 6: Twitter and LinkedIn Strategies

- Using Twitter and LinkedIn for networking and engagement
- Effective posting, interaction, and audience-building strategies
- Applying both platforms to job searching, professional branding, and business development

Day 7: Visual Storytelling with Images and Graphics

- Creating compelling visual content for social media
- Tools and techniques for graphic design
- Image and video optimization for different platforms



Day 8: Creating Engaging Video Content

- The value of video in social media communication
- Planning, filming, and editing video content
- Live streaming and video marketing techniques for stronger engagement

Day 9: Content Marketing Fundamentals

- Core principles of content marketing
- Building a practical content marketing strategy
- Content curation and repurposing methods

Day 10: Developing a Content Strategy

- Crafting a clear and comprehensive content strategy
- Content planning and editorial calendar development
- Measuring content marketing return on investment

Day 11: Blogging and Content Distribution

- Writing effective blog content
- Content distribution across social media channels
- Guest posting and content syndication approaches

Day 12: Social Media Advertising Basics

- Introduction to social media advertising
- Setting up and optimizing ads across various platforms
- Budgeting, tracking, and measuring ad performance

Day 13: Influencer Marketing and Collaborations

- Understanding the role of influencer marketing
- Identifying suitable influencers and building effective collaborations
- Measuring the impact of influencer campaigns

Day 14: Crisis Management in Social Media

- Preparing for and managing social media crises
- Handling negative feedback and public relations challenges
- Turning difficult situations into opportunities for stronger brand trust



Day 15: Social Media Analytics and Performance Measurement

- Key social media metrics and KPIs
- Analyzing social media data for meaningful insights
- Using performance data to refine and optimize social media strategies

Why Attend this Course: Wins & Losses!

- You gain a clear and practical understanding of the full social media landscape.
- You learn how to create stronger content, improve engagement, and tailor communication to each platform.
- You build the ability to plan and manage effective social media marketing strategies with more structure and confidence.
- You strengthen your knowledge of content marketing, paid advertising, performance measurement, and analytics.
- You become better prepared to manage real-world challenges such as online reputation management, audience response, and crisis management.
- You leave with practical insight into how to turn data into action and improve results consistently.

Conclusion

The Comprehensive Social Media Training and Understanding course offers a structured and practical journey through the key areas of modern social media practice. It brings together platform knowledge, content creation, content marketing, advertising techniques, analytics, and strategic planning in a way that is clear, relevant, and directly applicable.

By the end of the course, participants will not only understand how social media works but also how to use it more effectively. From building a stronger presence and creating engaging content to measuring results and improving performance, this course equips participants with the skills needed to approach social media with greater professionalism, creativity, and strategic insight.

