

Social Media Training and Understanding

13 – 17 September 2027
Lyon (France)

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Introduction

Social media has become an essential part of modern communication, influencing how individuals, brands, and organizations connect with audiences, share messages, build trust, and achieve business goals. Today, having a presence on social media is no longer enough; success depends on understanding how platforms work, how audiences behave, and how content can be planned, created, published, measured, and improved.

This 5-day training course provides participants with a practical and structured understanding of social media marketing and content strategy. The course covers the evolution of social media, audience behavior, platform strategies, personal branding, content creation, visual storytelling, video marketing, content marketing, paid advertising, influencer collaboration, online reputation management, crisis response, and performance analytics.

The program is designed to move step by step from the basic concepts of social media to more practical applications, helping participants build stronger confidence in using social media professionally and effectively. The course content has been reorganized into a focused 5-day format while keeping the key topics from the original course included.

Course Objectives

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

- Understand the role and development of social media in personal, professional, and business communication.
- Identify the main characteristics and uses of major social media platforms.
- Understand audience behavior and engagement patterns across different platforms.
- Build and improve a personal or professional brand on social media.
- Create engaging content tailored to platform requirements and audience expectations.
- Use visual storytelling, images, graphics, and video to improve communication and engagement.
- Develop practical content marketing strategies and editorial calendars.
- Distribute and repurpose content across multiple social media channels.
- Understand the fundamentals of paid social media advertising, budgeting, tracking, and optimization.
- Manage online reputation, negative feedback, and social media challenges professionally.
- Explore influencer marketing and effective collaboration methods.
- Measure social media performance using key metrics and analytics.
- Use data insights to improve content, campaigns, and overall social media strategy.

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Course Outlines

Day 1: Social Media Foundations and Audience Understanding

- The evolution of social media and its role in modern communication.
- The importance of social media for personal, professional, and business use.
- Overview of major social media platforms and their different purposes.
- Understanding audience behavior, engagement patterns, and user expectations.
- Ethical considerations and responsible social media practices.

Day 2: Personal Branding and Platform Strategies

- Building a strong personal or professional brand on social media.
- Optimizing social media profiles, bios, visuals, and key information.
- Developing effective content approaches for Facebook and Instagram.
- Using Twitter and LinkedIn for networking, visibility, and business communication.
- Managing online reputation and building audience trust.

Day 3: Content Creation, Visual Storytelling, and Video Marketing

- Principles of creating engaging and audience-focused social media content.
- Designing visual content using images, graphics, and platform-friendly formats.
- Planning content that matches each platform's style and audience needs.
- Creating effective video content, from planning to editing and publishing.
- Using storytelling techniques to increase interaction and strengthen engagement.

Day 4: Content Marketing, Distribution, and Paid Advertising

- Building a practical content marketing strategy aligned with communication goals.
- Developing content plans, editorial calendars, and publishing schedules.
- Curating, repurposing, and distributing content across social media channels.
- Using blogs, guest posts, and content syndication to expand reach.
- Planning, budgeting, tracking, and optimizing paid social media advertising.

Day 5: Influencer Marketing, Crisis Management, and Analytics

- Identifying suitable influencers and managing effective collaborations.
- Measuring the impact of influencer marketing campaigns.
- Handling negative feedback, online challenges, and reputation risks professionally.
- Managing social media crises with clear communication and response plans.
- Tracking key metrics and using analytics to improve future social media strategies.

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Why Attend This Course? Wins & Losses!

- Build a strong understanding of social media platforms and their uses.
- Improve the ability to create engaging and relevant content.
- Strengthen personal or professional branding across social channels.
- Develop structured social media and content marketing plans.
- Learn how to use visual content and video more effectively.
- Understand how paid advertising supports reach and campaign performance.
- Manage reputation, feedback, and online communication challenges professionally.
- Use analytics and performance indicators to improve future results.
- Gain practical skills that can be applied directly in social media management and marketing activities.

Conclusion

The Comprehensive Social Media Marketing and Content Strategy Training course provides a clear and practical journey through the essential areas of modern social media practice. It combines platform knowledge, audience understanding, content planning, creative production, advertising, influencer collaboration, reputation management, crisis response, and analytics in one structured 5-day program.

By the end of the course, participants will be better prepared to use social media with purpose, create content that connects with audiences, manage online presence professionally, and measure performance in a way that supports continuous improvement and stronger results.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The board is checkered and has concentric circles in the background.

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