BLACKBIRD FOR TRAINING

Comprehensive Social Media Training and Understanding

London (UK)

5 - 30 May 2025

Comprehensive Social Media Training and Understanding

Code: PR28 From: 5 - 30 May 2025 City: London (UK) Fees: 0 Pound

Introduction

Social media has revolutionized the way individuals and businesses communicate, connect, and engage with their audience. To leverage the full potential of social media, it's crucial to have a deep understanding of the various platforms, content creation strategies, advertising techniques, and analytics. This course, "Comprehensive Social Media Training and Understanding," is designed to provide participants with an in-depth knowledge of social media and equip them with the skills to develop effective social media strategies. Over the course of 16 days, participants will explore the intricacies of social media platforms, content marketing, paid advertising, and performance measurement.

Objectives

- Provide participants with a comprehensive understanding of the social media landscape and its significance.
- Equip participants with the skills to create compelling content tailored to different social media platforms.
- Teach participants how to develop and execute effective social media marketing strategies.
- Explore advanced topics such as influencer marketing and crisis management on social media.
- Foster an understanding of social media analytics and how to use data to optimize strategies.
- Prepare participants to become proficient social media practitioners or strategists.

Course Outline

Week 1

Foundations of Social Media

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.

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- Dealing with online harassment and negative feedback.

Day 3

Social Media Psychology and User Behavior

- Understanding user behaviour on social media platforms.
- The psychology of social media engagement.
- Strategies to create content that resonates with your audience.

Day 4

Building a Personal Brand on Social Media

- Building a personal or professional brand on social media.
- Crafting an effective social media bio and profile.
- Strategies for increasing your social media influence.

Week 2

Platforms and Content Creation

Day 5

Facebook and Instagram Mastery

- In-depth exploration of Facebook and Instagram.
- Content strategies tailored to each platform.
- Leveraging Facebook and Instagram for business.

Day 6

Twitter and LinkedIn Strategies

- Maximizing Twitter and LinkedIn for networking and engagement.
- Effective posting and engagement strategies.
- Using Twitter and LinkedIn for job hunting 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

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- The power of video in social media.
- Planning, shooting, and editing video content.
- Live streaming and video marketing on social media.

Week 3

Content Marketing and Strategy

Day 9

Content Marketing Fundamentals

- Understanding content marketing principles.
- Developing a content marketing strategy.
- Content curation and repurposing.

Day 10

Developing a Content Strategy

- Crafting a comprehensive content strategy.
- Content planning and editorial calendars.
- Measuring content marketing ROI.

Day 11

Blogging and Content Distribution

- The art of effective blogging.
- Content distribution across social media channels.
- Guest posting and content syndication.

Day 12

Social Media Advertising Basics

- Introduction to social media advertising.
- Setting up and optimizing ads on various platforms.
- Budgeting and measuring ad performance.

Week 4

Advanced Strategies and Analytics

Day 13

Influencer Marketing and Collaborations

- Understanding influencer marketing.
- Identifying and collaborating with influencers.

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- Measuring the impact of influencer campaigns.

Day 14

Crisis Management in Social Media

- Preparing for and managing social media crises.
- Strategies for handling negative feedback and PR disasters.
- Turning negative situations into positive outcomes.

Day 15

Social Media Analytics and Performance Measurement

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

Day 16

Final Projects and Course Review

- Participants work on final projects or case studies.
- Presenting and discussing final projects.
- Course review, Q&A, and certification.

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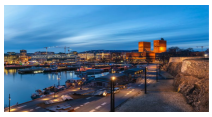
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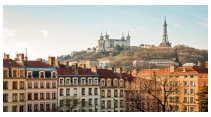
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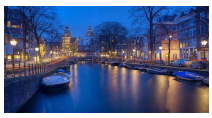
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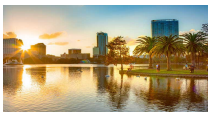
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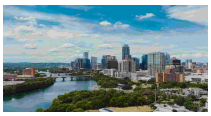
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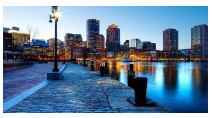
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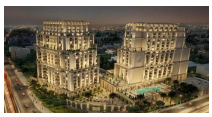
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