Advanced Social Media Training and Understanding

15 – 26 February 2027
Lyon (France)



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Introduction

Social media has become a central element of modern communication, influencing how audiences discover brands, engage with content, build trust, and make decisions. Success on social platforms is no longer based on simple posting or digital presence alone. It depends on understanding audience behavior, analyzing platform characteristics, creating impactful content, measuring performance, and continuously improving results.

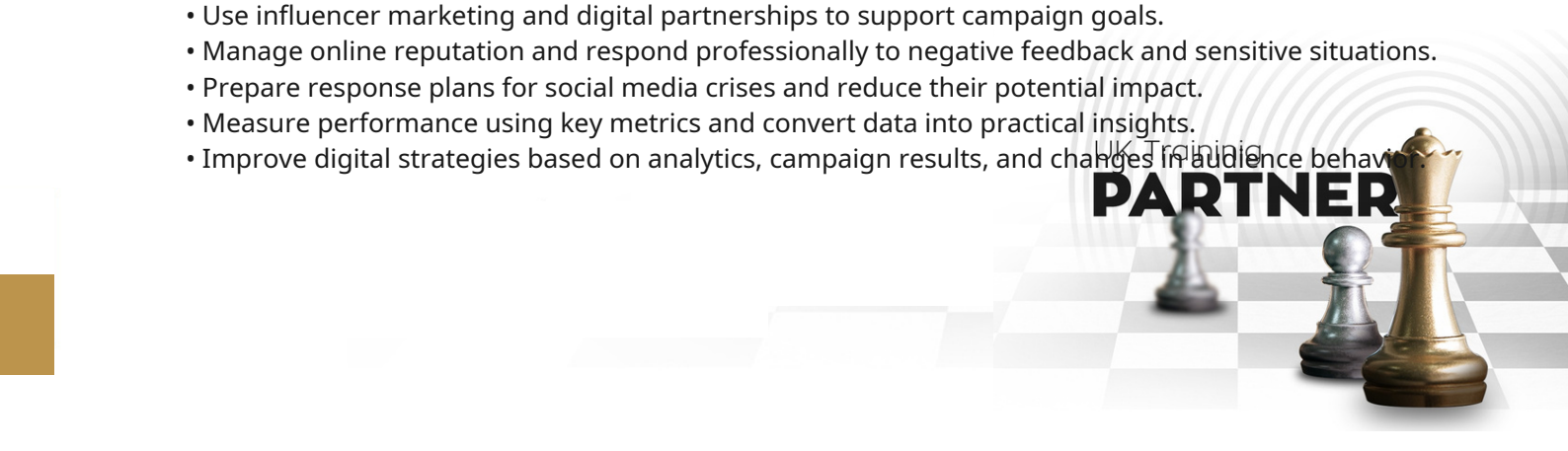
This 2-week training course provides a comprehensive and structured learning experience in social media management and digital content strategy. The course moves through key areas such as the digital communication landscape, audience behavior, platform strategy, personal and professional branding, content creation, visual storytelling, video marketing, content marketing, paid advertising, influencer collaboration, online reputation management, crisis response, and performance analytics.

The course is designed to strengthen participants' ability to plan, execute, analyze, and optimize social media activities professionally. It helps participants turn social media into a powerful tool for communication, marketing, relationship building, brand visibility, and achieving organizational objectives.

Course Objectives

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

- Analyze the social media landscape and its impact on personal, professional, and organizational communication.
- Evaluate the characteristics of different social media platforms and select the most suitable channels for specific goals.
- Understand audience behavior and engagement patterns to create more relevant and effective content.
- Develop a strong and consistent digital identity that supports personal or organizational branding.
- Build integrated content strategies aligned with communication, marketing, and business objectives.
- Create visual and video content that suits platform requirements and increases audience engagement.
- Plan paid advertising campaigns, manage budgets, track results, and optimize performance.
- Use influencer marketing and digital partnerships to support campaign goals.
- Manage online reputation and respond professionally to negative feedback and sensitive situations.
- Prepare response plans for social media crises and reduce their potential impact.
- Measure performance using key metrics and convert data into practical insights.
- Improve digital strategies based on analytics, campaign results, and changes in audience behavior.



Course Outlines

Day 1: Digital Transformation and the Role of Social Media

- The evolution of social media and its impact on modern communication.
- The role of social platforms in shaping awareness, relationships, and decisions.
- The importance of social media in personal, professional, and organizational communication.
- The connection between digital presence, marketing goals, and communication objectives.
- Recent changes in audience behavior within the digital environment.

Day 2: Social Platform Analysis and Audience Behavior

- Key characteristics and uses of major social media platforms.
- Differences between audiences across platforms in interests and engagement styles.
- Psychological drivers behind sharing, commenting, interaction, and content response.
- Audience segmentation and defining clear audience needs.
- Aligning communication style and content type with platform and audience expectations.

Day 3: Digital Ethics and Online Reputation Management

- Ethical practices in social media use and digital communication.
- Managing personal, professional, and organizational online reputation.
- Responding professionally to negative comments, criticism, and harmful content.
- Building digital trust through transparency, consistency, and responsible messaging.
- Monitoring online reputation and identifying potential risks early.

Day 4: Digital Identity and Personal Branding

- Building a clear personal or professional identity across social media platforms.
- Optimizing profiles, bios, visuals, and essential account information.
- Developing a communication style that reflects expertise, value, and key messages.
- Strengthening digital visibility and influence within the target community.
- Connecting personal or organizational branding with a long-term content strategy.

Day 5: Platform Strategies and Digital Presence Management

- Developing effective strategies for using Facebook and Instagram in communication and promotion.
- Using LinkedIn to build professional relationships and strengthen organizational presence.
- Using Twitter/X for fast interaction, discussion management, and influence building.
- Selecting the right channels based on message type, audience profile, and campaign goals.
- Coordinating digital presence across platforms to maintain consistency in identity and content.



Day 6: Content Creation and Visual Storytelling

- Developing impactful content ideas based on audience needs and communication goals.
- Designing visual content using images, graphics, and platform-friendly formats.
- Applying visual storytelling principles to deliver clear and engaging messages.
- Optimizing images and designs according to each platform's requirements.
- Creating content that encourages engagement, sharing, and audience response.

Day 7: Video Marketing and Interactive Content

- The role of video in increasing reach, engagement, and audience trust.
- Planning video content from idea development to scripting and execution.
- Applying filming, editing, and publishing practices suitable for different platforms.
- Using live streaming and real-time content to strengthen audience connection.
- Developing interactive content that encourages participation and deeper engagement.

Day 8: Content Marketing and Digital Distribution

- Building an integrated content strategy aligned with marketing and communication objectives.
- Preparing editorial calendars, publishing plans, and content priorities.
- Curating, repurposing, and distributing content across multiple platforms.
- Using blogs, articles, guest posts, and content syndication to expand digital reach.
- Measuring content marketing return and linking content performance to key results.

Day 9: Paid Advertising and Influencer Marketing

- Planning paid advertising campaigns across social media platforms.
- Defining campaign objectives, target audiences, budgets, and tracking methods.
- Optimizing ad performance based on engagement, conversion, and campaign data.
- Selecting suitable influencers and building collaborations that support campaign objectives.
- Measuring the impact of influencer campaigns and evaluating the value of digital partnerships.

Day 10: Crisis Management, Analytics, and Continuous Improvement

- Preparing plans for managing social media crises and sensitive situations.
- Handling negative feedback, public criticism, and digital communication challenges.
- Defining key performance indicators to measure content and campaign success.
- Analyzing data and extracting insights to improve digital decision-making.
- Developing a continuous improvement plan to enhance future social media performance.



Why Attend This Course? Wins & Losses!

- Develop a deeper strategic understanding of social media in communication and marketing.
- Improve the ability to analyze audiences and select suitable platforms.
- Build a clearer, more consistent, and more influential digital identity.
- Create professional content that strengthens engagement, trust, and reach.
- Prepare practical content plans and editorial calendars.
- Manage paid advertising campaigns and improve campaign results.
- Use influencer marketing in a more structured and effective way.
- Handle digital crises and reputation risks professionally.
- Use KPIs and analytics to improve decisions and strategies.
- Transform social media into a practical tool for growth, relationship building, and goal achievement.

Conclusion

The Advanced Social Media Strategy and Digital Content Management course provides a complete 2-week training program covering the essential and advanced aspects of professional social media management. It brings together audience analysis, platform strategy, digital identity, content creation, video marketing, paid advertising, influencer marketing, reputation management, crisis response, and performance analytics.

By the end of the course, participants will be better prepared to plan an effective digital presence, create impactful content, manage campaigns with confidence, measure results clearly, and continuously improve performance in a way that supports organizational communication and marketing objectives.

