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TRAINING

Social Media Strategy & Management

October 26 – 28, 2020

Time: 9:00am – 3:00pm

Brought to you by



Our aim, is to positively
change and inspire the
lives, careers and futures
of the people we train

Social Media Strategy & Management Program Objectives

- You will be able to differentiate between organic and paid social media
- Have the ability to identify the changing social media landscape, including platform priorities
- You will be able to explain why and how a business can use social media
- You will feel more confident around using social media for business
- Have the understanding of how to protect your business on social media
- You will be able to explain how social media ties into your wider marketing strategy
- You will have the ability to build and develop a robust social media plan
- You will be able to determine the best tactics for channel, content and ad campaigns
- You will understand how to use different tools and platforms
- You will be able to optimise activity and measure performance

Participant Profile

This course is perfect for someone that wants to learn how to use social media for business. They may be a professional in a digital, marketing or PR role or currently not doing any social media activity or simply want to learn best practices.



Training Program Overview

Day 1

Introduction to social media

- 2020 social media landscape
- How businesses use social media
- Paid, Owned and Earned model
- The strategic role of the platforms
- Audience and best content fit
- Brand safety and crisis management

Day 2

Building your social media strategy

- Insights and data gathering
- Brand identity
- Setting smart goals and objective
- Channel and content strategy (the full funnel)
- Performance analysis

Day 3

Advertising on social media


- The paid social landscape
- Media planning (budgets)
- Campaign structure and setup
- Building a target audience (in platform)
- Introduction to ad formats

Logistics

 **Date**
October 26 – 28, 2020

 **Timing**
9:00am – 3:00pm

 **Location**
Kuwait

 **Contact Details**
Phone: +965 2278100
Ext: 1853/1879/1883/1877/1875
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 **Registration Link:**
<https://oe.kfas.org.kw/Event?ID=161>

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learn more, do more

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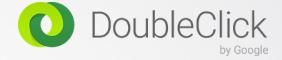
Digital Professional
Development

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Brands we've trained









jellyfishtraining #posit madnes on today's #socialmedia training course! #colourful #postitnotes #learning #lovetolearn #upskill #creative #inspire #digitalmarketing #digital #communication #JFTraining



jellyfishtraining A few happy delegates enjoying some teamwork exercises from today's User Experience course 🧑🏻‍🤝‍🧑🏻📝
#teamworkmakesthedreamwork #jfraining #lovetolearn #UX #develop #optimise #uxprocess
markshirran this is awesome!!

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