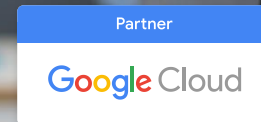


Digital Professional
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TRAINING

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Social Media Training

Social Media

Day 1 Agenda: Intro to Social Media

- 2020 / 2021 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

Learning 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 organic and ad campaigns
- You will understand how paid advertising works
- You will learn how to set up targeting and audiences across social platforms

Social Media

Day 2 Agenda: Social Media Strategy

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

Learning Objectives

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Social Media

Day 3 Agenda: 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
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Learning Objectives

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