

Advanced Instruction on Social Media

Connecting with Stakeholders and Customers via Social Media

Introduction

The goal of this Course N Carry Advanced Instruction on Social Media Training Course is to update you on the newest methods that will undoubtedly enhance your social media presence. The goal of this is to figure out what will encourage users to interact with and share their social media material.

In order to provide delegates confidence in their own talents and the ability to put new skills to use as soon as they return to their desks, we devote a significant amount of time to practicing content creation and social interaction skills in an enjoyable and approachable manner.

Highlights of the Course N Carry Advanced Social Media training programme include:

- Social media marketing, public relations, human resources, sales, and customer service done well
- Social media strategy that satisfies audience demands and achieves corporate goals
- Establishing social media connections with audiences to bolster brand and reputation
- Producing interesting material that viewers enjoy and recommend to others
- Keeping abreast with new subjects, fashions, and technological advancements on social media

Objectives

Following completion of this Course N Carry training programme, participants will be able to exhibit the following abilities, know-how, and attitudes:

- Giving leaders advice on strategies and strategy for social media
- Using social media sites for business, such as Instagram, Snapchat, Facebook, and Twitter
- Identifying target audiences and establishing a connection with them
- Assurance in forming ideas by reacting to audiences on the internet
- Generating and refining content that becomes viral
- Writing that piques interest and starts discussions
- Looking up internet trends to be current

Training Methodology

Using adult learning and blended learner-centred approaches, this Course N Carry Advanced Social Media training course integrates theory and industry best practices with hands-on exercises.

Throughout the course, participants will have the chance to practise the skills they learn and improve. We maximise role plays, brainstorming sessions, movies, case studies, peer exchanges, and exercises in small and large groups.

Participants will collaborate in small groups and one-on-one settings to find solutions to the problems they encounter. They will return to their teams with fresh perspectives and abilities that they can use right away.

It is recommended for participants to consider and talk about their personal experiences and problems in the workplace. Generally, training will consist of 50% experience learning and 50% will be theoretical.

Organizational impacts

After returning to their businesses, participants will be equipped to manage campaigns that successfully combine with other corporate communication activities and offer advice on social media strategy, such as:

- Recommending social media platforms to leaders
- Platforms and tactics suitable for the audience and organisation
- Creating social media strategies and campaigns that uphold the vision, purpose, and values of the company
- Addressing comments and audience involvement on social media to increase allegiance
- Assessing actions to show how valuable they are to the company in terms of operations, money, reputation, and customer satisfaction

Personal Impact

In addition to hearing about and debating the newest social media tricks and best practices, participants will get the chance to evaluate their own social media tactics and endeavours, such as:

- Creating audience-engaging social media campaigns and events
- Observing talks, keeping an eye on important developments, and researching current issues
- Identifying and pursuing influential people, opinion leaders, interest groups, and important audiences
- Determining the most effective ways to captivate audiences and increase involvement
- Putting up and sharing really interesting tales, starting dialogues, and spreading the word
- Addressing criticism and remarks in a way that strengthens bonds with others

Who should attend?

Those in the corporate world that utilise social media and want to learn the newest strategies and perform better.

For journalists and professionals in marketing, public relations, customer service, customer relations, human resources, employee communications, media relations, community relations, and public affairs, this Course N Carry Advanced Instruction on Social Media Training course is highly recommended.

Course Outline

Day 1

Synopsis of Social Media

- What is popular right now on social media and what isn't?
- How to Stay Ahead of the Constant Changes in Social Media: Automation, Emerging Technologies, and Avatars
- Selecting from the Diverse Offering of Social Media Choices: platforms, channels, and applications
- Selecting from a Vast Range of Social Media Content Creation Tools, such as Blogs, Slideshows, Videos, Infographics, Quizzes, and Podcasts
- Breaking Down Jargon and Observing Online Etiquette
- Traps and How to Stay Away from Them
- Social Media's Role in Public Relations, Marketing, Employee Engagement, Customer Service, Recruitment, and Relationships

Day 2

Developing a Successful Social Media Plan

- Examining the Way Your Company Engages with Social Media - What functions well and what does not?
- Recognising Who Would Like to Interact with Your Company on Social Media - What do you want to tell them, and what do they want to hear?
- Creating Social Media Goals and Demonstrating Their Business Benefits
- Building a Well-Balanced Social Media Channel Portfolio to Reach Viewers
- Setting up social media activities to coincide with other business endeavours
- Keeping an eye on and measuring social media activity to prove it works

Day 3

Connecting with and Changing Audiences

- Creating Audience Profiles, Focusing on Opinion Formers and Influencers
- Making an Emotional Bond via Storytelling, Humour, and Human Interest
- Maintaining Pertinence via Breaking News, Personal Experiences, and Conversations
- Reaching Out to Audiences Who Don't Engage Rather Than Lurk
- Making the Most of Employees' Social Influence via Personal Connections and Word of Mouth
- Assisting Workers to Become Successful Social Media Representatives

Day 4

Producing Shareable and Distributable Content

- Knowing What Attracts Interest and Draws People in
- How to Start Talks and Promote Word of Mouth
- How to Produce Interesting, Relevant, and Useful Content that Engages Audiences
- Using a Calendar to Schedule Publication and a Precise to Structure Content
- Creating Outstanding Graphics, Pictures, and Videos That Go Viral
- Message that Drives Traffic to Your Ultimate Destination and Functions Across Several Channels
- Producing Content with Multimedia and Channel Adaptability
- Practice your writing skills by creating a headline and determining the ideal tone of voice.

Day 5

Strategies for Looking and Listening

- Researching Through Social Media
- Keeping an eye on rivals' social media activity
- Using Current Themes and Trends
- Taking Part in and Listening to Conversations
- Selecting the Ideal Hashtags and Keywords
- Creating Outstanding Instagram Remarks and Captions, among Other Things.
- When and How to Answer Questions and Provide Feedback