



International Training
Center Paris

TRAINING SCHEDULE

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SOCIAL MEDIA MANAGEMENT ADVANCED

Overview:

Social Media Management advanced training is designed for individuals who want to build on their foundational knowledge of social media management and take their skills to the next level. This training program covers advanced social media management techniques, including social media listening, crisis management, advanced analytics, and social media automation.

Objectives of this training program include:

- Mastering advanced social media management principles and best practices.
- Learning how to leverage social media listening tools to monitor brand reputation and consumer sentiment.
- Developing crisis management strategies to mitigate negative feedback and maintain a positive brand image.
- Understanding advanced analytics and using data to optimize social media performance.
- Automating social media tasks to increase efficiency and productivity.

By the end of this training program, participants will have the skills and knowledge needed to manage complex social media campaigns for businesses or organizations. They will also have hands-on experience working on real-world projects to reinforce learning and encourage practical application of concepts. Participants will be prepared to take on advanced roles in social media management and make strategic decisions to drive business growth through social media.

Note: This training program builds on the concepts covered in the Social Media Management Basics training program. Participants are expected to have a foundational understanding of social media management principles and best practices before enrolling in this program.

This Social Media Management Advanced training program provides participants with a deep understanding of advanced social media management principles and best practices. By the end of this program, participants will have the skills and knowledge needed to manage complex social media campaigns, measure their effectiveness, and use data to inform

strategy. They will also have hands-on experience working on real-world projects to reinforce learning and encourage practical application of concepts.

Targeted Groups:

- Social media managers
- Community engagement leaders
- Social media strategists
- Marketing professionals aiming to build and manage online communities
- Individuals focusing on advanced social media strategies

Planning:

Day 1: Advanced Social Media Listening

- Introduction to social media listening
- Setting up social media listening tools
- Monitoring brand reputation and consumer sentiment
- Identifying influencers and industry trends

Day 2: Crisis Management on Social Media

- Understanding social media crisis management
- Developing a crisis communication plan
- Responding to negative feedback and managing online reputation
- Handling customer complaints and managing online reviews

Day 3: Advanced Social Media Analytics

- Understanding advanced social media metrics
- Analyzing social media data to inform strategy
- Using social media data to optimize performance
- Measuring ROI of social media campaigns

Day 4: Social Media Automation

- Introduction to social media automation
- Automating social media tasks to increase efficiency
- Using social media automation tools
- Creating effective automation workflows

Day 5: Social Media Advertising (Advanced)

- Advanced social media advertising strategies
- Targeting specific audiences using advanced techniques
- Creating and optimizing social media ad campaigns
- Analyzing advertising data to inform strategy

Day 6: Social Media Content Creation (Advanced)

- Developing advanced content strategies
- Creating compelling visuals and graphics
- Creating engaging social media videos
- Incorporating user-generated content into campaigns

Day 7: Influencer Marketing (Advanced)

- Identifying and partnering with high-value influencers
- Measuring the effectiveness of influencer campaigns
- Creating successful influencer campaigns
- Advanced negotiation techniques

Day 8: Employee Advocacy

- Understanding employee advocacy
- Developing an employee advocacy program
- Encouraging employee engagement on social media
- Measuring the effectiveness of employee advocacy programs

Day 9: Social Media Strategy Development (Advanced)

- Developing advanced social media strategies

- Creating social media campaigns that align with business goals
- Using social media to drive traffic and generate leads
- Developing social media strategies for specific industries or niches

Day 10: Final Project

- Applying advanced social media management skills and knowledge to create a comprehensive social media campaign for a real-world client or business
- Presenting and analyzing the effectiveness of the campaign