



International Training
Center Paris

TRAINING SCHEDULE

Phone: +33 6 59 26 89 09

E-mail: Info@itcparis.com

Address: 78, Avenue des Champs-Élysées, 75008 Paris

SOCIAL MEDIA MANAGEMENT BASICS

Overview:

Social Media Management basics training is designed for individuals who want to learn how to manage social media platforms for businesses or organizations. This training program covers the foundational principles of social media management, including creating social media content, scheduling posts, analyzing metrics, and engaging with audiences.

Objectives of this training program include:

- Developing a strong understanding of social media management principles and best practices.
- Learning how to create compelling social media content that resonates with target audiences.
- Mastering the skills needed to schedule and publish social media posts across various platforms.
- Learning how to engage with followers and build an active social media community.
- Understanding the metrics and analytics used to measure social media performance and make data-driven decisions.

By the end of this training program, participants will have the skills and knowledge needed to create and manage successful 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.

This Social Media Management Basics training program provides participants with a foundational understanding of social media management principles and best practices. The program covers essential topics such as social media content creation, scheduling posts, community management, social media metrics and analytics, social media advertising, and influencer marketing. By the end of this training program, participants will have the skills and knowledge needed to create and manage successful 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.

Targeted Groups:

- Social media coordinators
- Junior community managers
- Entry-level social media specialists
- Individuals new to social media management
- Professionals transitioning to social media roles

Planning:

Day 1: Social Media Management Overview

- Introduction to social media management
- Overview of popular social media platforms
- Key social media management terminology

Day 2: Creating Social Media Content

- Developing a content strategy
- Creating high-quality, engaging social media content
- Developing content calendars

Day 3: Scheduling Social Media Posts

- Advanced scheduling techniques
- Time management strategies
- Tools for scheduling social media posts

Day 4: Community Management

- Building and engaging with an online community
- Responding to comments and messages
- Reputation management strategies

Day 5: Social Media Metrics and Analytics

- Understanding key social media metrics
- Measuring social media performance
- Using social media data to inform strategy

Day 6: Social Media Advertising Basics

- Introduction to social media advertising
- Setting up and managing social media ad campaigns
- Budgeting and bidding strategies

Day 7: Influencer Marketing Basics

- Overview of influencer marketing
- Identifying and partnering with influencers
- Measuring the effectiveness of influencer marketing

Day 8: Social Media Platform-Specific Tactics (Part 1)

- Best practices for Facebook management
- Best practices for Twitter management
- Best practices for Instagram management

Day 9: Social Media Platform-Specific Tactics (Part 2)

- Best practices for LinkedIn management
- Best practices for YouTube management
- Best practices for TikTok management

Day 10: Social Media Management Strategy Development

- Developing a comprehensive social media management strategy
- Creating a social media management plan
- Measuring and analyzing the success of social media campaigns