

Introduction

This course in social media and communication skills focuses on the key techniques for enhancing your business's presence and reputation through social media platforms. It is designed to help you generate excitement, engage with audiences, and build a solid online presence. Aimed at those with experience in communications or public relations, this intermediate-level course will refine your skills and equip you with strategic approaches and advanced techniques to effectively use social media.

The course is specifically tailored for communication professionals who want to harness the full potential of social media to enhance their organization's digital footprint.

Targeted Groups

This program is designed for Public Relations and Marketing professionals at all levels, who are responsible for creating and implementing strategies to engage with online communities via social media on behalf of their organizations.

Course Objectives

By the end of this program, participants will be able to:

- Develop and implement a comprehensive online PR and communications strategy to enhance their organization's presence on digital platforms.
- Engage stakeholders and create impactful campaigns on Facebook, the leading social media platform.
- Set up and manage a YouTube channel as a central content hub, including vlogs, podcasts, and other multimedia content.
- Optimize online content for better visibility in search engines using Search Engine Optimization (SEO) techniques.
- Utilize Twitter and micro-blogging tools for gathering insights, outreach, engagement, and managing crisis communications on social media.

Targeted Competencies

By the end of the course, participants will be able to:

- Master Search Engine Optimization (SEO) strategies.
- Be proficient in managing multiple social media platforms.
- Effectively handle crisis management and response through social media.
- Enhance public relations and marketing skills.
- Refine communication strategies across social media channels.

Course Content

Unit 1: Social Media Strategy

- Explore best practices by analyzing case studies showcasing successful online communication strategies.
- Develop a comprehensive online communication strategy tailored to your organization's goals.
- Design systems and processes to guide and support strong engagement in social media activities.

Unit 2: Social Media Management

- Analyze the social media communications landscape and its impact on participatory public relations.
- Study strategic considerations and relevant case studies.
- Learn the step-by-step approach to crafting a compelling online communication strategy.
- Understand how to align online engagement efforts with broader business objectives.

Unit 3: Social Media Engagement

- Identify key platforms and influencers relevant to your organization's audience.
- Develop systems, policies, and processes to allocate necessary resources for social media management.
- Clearly define roles and responsibilities within the social media team.
- Create a customized social media policy tailored to your organization.
- Evaluate reputational risks and develop strategies to mitigate potential damage.

Unit 4: Content and Search Optimization

- Gain insights into SEO best practices for optimizing content.
- Develop strategies for utilizing links and keywords to increase online visibility.
- Learn techniques to optimize press releases and web content for both search engines and social media platforms.
- Craft content strategies that align with and appeal to your target audience.

Unit 5: Crisis Management in Social Media

- Identify the platforms and methods for effective online crisis management and engagement.
- Use Facebook, Twitter, YouTube, and Google as tools for crisis communication.
- Develop flexible strategies, policies, and systems that allow for quick decision-making during crises.
- Prepare resources to handle online crises efficiently and swiftly.

- Formulate clear, effective messaging and positioning for communication during a crisis on social media.