



SOCIAL MEDIA MANAGEMENT

Whether you are a new social media manager, an executive or a beginner this online course includes everything you need to know to come up to speed on social media management. So whether you're looking to learn this as a skill to grow your own business or you want to become a social media manager this course is for you.

COURSE OUTLINE

- The importance of research in social media marketing
- Segmenting the social media consumer market
- Understanding social media behaviour
- Identifying the various social media channels for brand building
- Optimising social media platforms using analytics tools
- Social media marketing strategy and process
- Social media advertising and budget setting
- The social media publishing zone and content strategy
- Creating, distributing, and publishing content
- Social media metrics and analytics
- Online reputation management
- Customer relationship management
- Creating a social media playbook

Choosing the Right Course to Study for My Career

When coming to making a career choice there is no right or wrong career, it all lies with you, your passion, and interests. However, what you want to achieve, and how you plan to get yourself there, you can leave that with us.

If you're struggling with deciding which course would suit you, we recommend you speak to our course specialist who will assist with helping you to decide what is best for you and with help in getting you registered. Today!

KEY LEARNING POINTS:

- Utilize social media analytics tools to measure performance.
- Connect with audiences through social media to generate brand awareness, leads and sales, and increase brand equity.
- Use the numerous social media categories and platforms to understand and reach an audience.
- Leverage new ideas and channels for engaging with an audience more effectively.
- Plan social media activity to maximise available opportunities.
- Understand social metrics and their value in monitoring and tracking brand performance.

COSTS

Once Off: R 5 000