

Social Media Management (Online) Workshop



OVERVIEW

In today's rapidly evolving data-driven business world, organizations continue to recognize the strength and value of maintaining an active and robust presence on digital and social media platforms. These platforms are providing additional points of contact with stakeholders and creating new avenues to strengthen relationships.

With valuable and unprecedented access to data about products, competitors and consumer behaviour, businesses with an effective social media presence and strong engagement strategy are better poised for strategic advertising, marketing, sales and customer service.

Recommended participants:

- ✓ Marketing & Advertising personnel
- ✓ Content Specialist/Managers
- ✓ Social Media Analyst
- ✓ Public Relations personnel
- ✓ Digital marketing personnel
- ✓ Anyone responsible for managing the social media content for their organization

COURSE OBJECTIVES

Upon successful completion of this 2-day online workshop, participants will be able to:

- ✓ Identify gaps in current social media initiatives and take action
- ✓ Develop the social media audience persona
- ✓ Be able to select the right platforms for your audience
- ✓ Develop a social media strategy
- ✓ Understand the power of content marketing

WORKSHOP STRUCTURE

Social Media Management Workshop comprises of the following modules which will be delivered over a **2-day** period:

1. Introduction to Social Media Marketing

Jumping right in, we would be delving into:

- The turning point in communications- Myths and facts about social media
- Understanding the social media landscape
- Understanding what makes content go viral.
- How and why social media is working for companies today.

2. The Social Audience Persona

At the end of the module the participants will be able to:

- Identify who is their audience.
- Pinpoint where on social media can these persons be found.
- Understand how to reach these people.

3. Social Media Platform Overview and Selection

During this section, you would learn how to:

- Assess available social platforms.
- Align available platform with audiences.
- Understand the relevance of platform in relation to audience.

4. Five Steps to Developing the Social Media Strategy

The module would give you the ability to:

- Connect social media goals with organizational strategy.
- Use the SMART Method
- Conceptualize an appropriate for your social media marketing initiatives.

5. Content Marketing

At the end of this module the participants will be able to:

- Understand the power to captivate and convert.
- Why brand storytelling is important.
- Properly post and promote content on the selected social media platforms.

FACILITATOR'S BACKGROUND

Mr. Kevin Mc Clean **CTS College of Business & Computer Science**

Kevin McClean currently serves as the Social Media Manager for various organisations where he has successfully applied techniques, strategies and metrics that brought growth, engagement and developed the organisation.

Mr. McClean has over ten years' expertise in Social Media Management and he has experience in social communications integration for organisations in the Human Resources, Education (Toddler to Tertiary), Optometry and Food and Beverage Industries to name a few.

As a Social Media Strategist, Mr. McClean has led social media marketing programs, online engagement in social platform programmes and social marketing for B2B professional services companies. He has also attained a professional certification in Social Media Strategy from the Arthur Lok Jack Graduate School of Business.

In addition to his full-time career, Mr. McClean is actively involved in educating young professionals throughout Trinidad and Tobago and he is also the recipient of the Rotary International's highest award, the Paul Harris Fellow.

WORKSHOP DETAILS

Dates: 16th & 17th May 2024

Time: 9:00 am to 3:30 pm

Cost: Members: \$ 1000.00 per participant

Non-members: \$1100.00 per participant

Note: *Cost inclusive of all training materials and certificates.
All costs quoted are VAT exclusive.*

Venue: Online via Zoom

Contact: Chrystal Joshua-George @ 679-7113 ext. 38 or
admin@learningcentre.energy.tt

Assessment: Multiple Choice Exam

Certification:

In order for a certificate to be issued, the participant must successfully complete all exercises and assessments indicated above.