Introduction

This **Social Media and Communication Skills Course** is designed to empower professionals to enhance their businesses and reputations through strategic use of social media. Participants will learn how to create excitement, engage audiences, and maximize impact on all major social media platforms. As an intermediate-level course, it is tailored for those with prior experience in **communications** or **public relations** who want to refine their strategies and adopt advanced techniques.

Targeted Groups

This program is specifically crafted for:

- **Public Relations (PR) Professionals**.
- **Marketing Professionals** at all levels.
- Individuals responsible for engaging with online communities via social media on behalf of their organizations.

Course Objectives

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

- Devise and implement a strategic online PR and communications plan to enhance their organization’s digital presence.
- Launch impactful campaigns on **Facebook**, leveraging its dominance in online social media.
- Curate and manage a **YouTube channel** as a hub for multimedia content, including **vlogging** and **podcasting**.
- Optimize online content for visibility using **Search Engine Optimization (SEO)** techniques.
- Effectively use **Twitter** and micro-blogging tools for intelligence gathering, engagement, and **crisis communication**.

Targeted Competencies

Participants will gain expertise in:

- Advanced **Search Engine Optimization (SEO)** techniques.
- Mastery of various **social media platforms**.
- **Crisis management** and response in digital spaces.
- Enhanced **PR and marketing skills**.
- Strategic communication across **social media channels**.

Course Content

Unit 1: Social Media Strategy

- Study **best practices** through case studies of exemplary online communication tactics.
- Develop a comprehensive online communication strategy tailored to organizational goals.
- Establish systems and processes to foster robust engagement on social

media platforms.

Unit 2: Social Media Management

- Analyze the landscape of social media communications and its implications for **participatory PR**.
- Understand strategic considerations through practical case studies.
- Craft detailed and actionable online communication strategies.
- Seamlessly integrate online engagement into broader business objectives.

Unit 3: Social Media Engagement

- Map the digital landscape to identify key platforms and influencers.
- Establish effective systems, policies, and resource allocation for social media management.
- Define roles and responsibilities for social media engagement.
- Develop a customized **social media policy**.
- Assess reputational risks and devise mitigation strategies.

Unit 4: Content and Search Optimization

- Learn **SEO best practices** to boost online visibility.
- Develop keyword and link strategies to maximize audience reach.
- Optimize press releases and web content for both search engines and social media platforms.
- Create impactful content strategies that resonate with target audiences.

Unit 5: Crisis Management in Social Media

- Identify platforms and methods for effective engagement during crises.
- Leverage tools like **Facebook**, **Twitter**, **YouTube**, and **Google** in crisis scenarios.
- Create agile strategies, policies, and systems for rapid decision-making and engagement during critical times.
- Prepare and deploy online crisis resources instantly.
- Formulate messaging and positioning strategies for effective communication during crises.

Conclusion

The **Social Media and Communication Skills Course** equips participants with the knowledge and tools to master the art of online engagement, refine their PR and marketing strategies, and handle challenges such as crisis management effectively. This program is ideal for professionals seeking to maximize their impact and value in today’s fast-paced digital environment.