

# € TRAINING

Seminar: Social Media Account Management





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## Introduction

You will learn vital skills for managing and creating content in this course. To help you establish a social media presence, you'll learn how to craft compelling social media posts and how to develop a powerful brand. Additionally, you'll discover how to create an ongoing procedure for handling your content. A content calendar should be created, postings should be managed and moderated, data should be analyzed for insights and iteration, and post effectiveness should be increased.

## Course Objectives

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

- Create and maintain a presence on social media.
- Establish a company-related Instagram account and a Facebook business page.
- Recognize the methods and objectives of social media content creation.
- Establish a social media presence with a brand, tone, and voice.
- Take care of your social media presence's content calendar.
- Assess the effectiveness of your material on social media, iterate, and maximize the effectiveness.
- Plan out your social media presence's content using a calendar.
- Manage social media content using data from the real world.

## Targeted Audience

Account Managers and People who are interested in learning how to set up and manage a social media presence for their business, including producing content, communicating with clients there, and analyzing the impact of various posts.

## Course Outline

### Unit 1: Make Your Presence Known

- Practicing being present on social media
- Creating a brand using the EPIC brand framework

### Unit 2: Managing a Social Media Content

- Identifying what to post and managing your content
- Moderating social media conversations
- Building a content calendar

### Unit 3: Efforts Evaluation

- Optimizing social media marketing efforts
- Using real world data to improve posts

