€ TRAINING

Connecting AI and Social Media

20 - 24 October 2024
Sharm El-Sheikh (Egypt)
Sheraton Sharm Hotel,
Resort,

Connecting AI and Social Media

REF: B2379 DATE: 20 - 24 October 2024 Venue: Sharm El-Sheikh (Egypt) - Sheraton Sharm Hotel, Resort, Fee: 4095 Euro

Introduction:

Welcome to the "Connecting AI and Social Media Training" course! In today's rapidly evolving digital landscape, the integration of artificial intelligence AI and social media has become paramount for businesses, marketers, and individuals seeking to maximize their online presence and engagement. This comprehensive 5-day training program is designed to equip participants with the knowledge and skills needed to harness the power of AI to enhance their social media strategies, drive engagement, and achieve their goals in the digital realm.

Course Objectives:

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

- Understand the Intersection of AI and Social Media

- Leverage AI-Powered Content Creation

- Enhance Social Media Advertising

- Improve Customer Engagement

- Analyze Social Media Data

- Ethical Considerations

Targeted Audience:

- Marketing Professionals

- Social Media Managers

- Business Owners

- Data Analysts

- AI Enthusiasts

- Anyone Interested in AI and Social Media

Course Outlines:

Unit 1: Introduction to AI in Social Media

- Understanding AI and its role in social media

- Key AI technologies shaping social media

- Case studies of AI-powered social media success

Unit 2: AI-Powered Content Creation

- Content generation using AI tools

- Personalization and customization of content

- Content scheduling and distribution strategies

Unit 3: Social Media Advertising with AI

- Targeted advertising with AI algorithms

- A/B testing and campaign optimization

- ROI tracking and analytics

Unit 4: Enhancing Customer Engagement

- AI-driven chatbots and virtual assistants

- Handling customer queries and feedback on social media

- Building a responsive and AI-powered support system

Unit 5: Social Media Data Analysis with AI

- Collecting and preprocessing social media data

- AI-driven insights and trend analysis

- Competitor analysis and benchmarking

Unit 6: Ethical Considerations and Future Trends

- Ethical guidelines for AI in social media

- Responsible AI practices and transparency

- Emerging trends and the future of AI in social media