MERCURY

Digital Media Specialist Course

8 – 12 February 2027
Nairobi (Kenya)



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Ref: 15307_1063076 **Date:** 8 – 12 February 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction:

Digital media represents a crucial avenue for shaping brand perception and achieving significant influence through its capabilities for innovation and the virality it can offer. The role of a digital media specialist is among the ten fastest-growing professions globally, as virtually no organization exists that does not require personnel skilled in handling social media accounts and advertising, potentially even on a remote basis.

The objective of this digital media specialist course is to equip participants with the professional and technical know-how needed to perform effectively in a social media department, encompassing responsibilities such as content creation, campaign management, advertisement deployment, performance metrics, analytics, and using standard business tools and models relevant to the digital space.

Targeted Groups:

- Professionals in charge of digital media.
- Marketing and Public Relations professionals.
- Corporate Communications Department personnel.
- Brand management specialists.
- Individuals aspiring to work in social media.
- Anyone seeking to enhance their digital media strategy and skills through this specialized course.

Course Objectives:

By the conclusion of this digital media specialist program, participants will have the ability to:

- Develop detailed plans for curating and managing an organization's digital content via various social media platforms.
- Administer all social media accounts, schedule tasks, and manage access controls.
- Optimize websites to facilitate interactions with social media outlets and grow their followership.
- Distribute media content across social network sites, ensuring cross-referencing.
- Manage exchanges and interactions with followers to broaden their social media network.
- Monitor the Internet for mentions and discussions related to their activity.
- Construct and apply the necessary metrics systems to measure achievement of goals and return on investment.
- Improve strategies based on these metrics to support marketing and competitive positioning.
- Acquire knowledge of numerous online resources and digital tools.

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Target Competencies:

After this digital media specialist training, participants competencies will have the ability to:

- Social media job roles and responsibilities.
- Craft a digital content management strategy.
- Design and build engaging digital content.
- Engage tactics to broaden social media following.
- Customer service management on social media platforms.

How to Become a Digital Media Specialist:

Digital media specialist professionals need to familiarize themselves with the definitions and responsibilities of a digital media specialist and incessantly refine and build upon their specialist skills. They must gain in-depth knowledge of digital tools, craft impactful social and digital media strategies, and stay abreast of the latest trends in the field.

Senior digital media specialists often have years of experience, which could encompass integrated digital strategies and interactive media planning. Through dedicated study and practical application, participants in this course can chart a path toward becoming accomplished digital media professionals.

Course Content:

Unit 1: Introduction to the Concept of Digital Media:

- Distinctive aspects between digital media and electronic media.
- Contrast between traditional journalism and digital journalism.

Unit 2: Characteristics of Digital Media:

- Explore the various forms of digital media.
- Overview of the economic and regulatory frameworks governing digital media.
- Train in media editing within digital environments.
- Assess the impact of information technology on media performance.
- Understand digital media's significance in contemporary society.

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Unit 3: Digital Media Tools:

- Techniques for managing customer service through social media.
- Develop social media marketing campaign strategies.
- Employ analytics and monitoring tools for performance evaluation.
- Explore opportunities and risks of the national and global information networks.
- Effective email communication strategies.

Unit 4: The Art of Designing and Preparing Media Materials

- Create, design, and manage digital content on social media.
- Administer social media pages and schedule operational activities.
- Architecting a comprehensive digital content management framework.
- Craft pages for PR and media on the global information network.
- The application of modern media technology to optimize messaging.
- Craft surveys and media messages for audience engagement.
- Features and execution of surveys/media messages.

Unit 5: Monitoring the Effectiveness of the Media Message:

- Strategies to boost engagement and widen the social media follower base.
- Schedule and coordinate social media channels.
- Creation of databases for PR and media activities.
- Leverage social networks for maximum benefit.
- Review leading global trends in digital media with best practice examples.
- Engage with applied cases and interactive workshops.