MERCURY

Applied Social Media and Communication Skills Program

4 – 8 April 2027
Kuala Lumpur (Malaysia)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 5044_258027 **Date:** 4 – 8 April 2027 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4600 Euro

Introduction

This social media and communication skills course covers the essentials of amplifying your business and reputation through social media. You'll learn how to generate excitement and engage with audiences across all the key social media platforms. As an intermediate-level course, it's crafted for those with a background in communications or public relations.

The social media and communication skills course aims to elevate your abilities so you can devise strategic approaches and employ advanced techniques. This social media and communication skills program is tailored for communication professionals seeking to harness social media's power effectively.

Targeted Groups

The social media and communication skills program is designed for Public Relations and Marketing Professionals at all levels who are responsible for implementing strategies and tactics for engagement with online communities via social media on behalf of their organizations.

Course Objectives

By the end of this social media and communication skills course, participants will be able to:

- Devise and implement an online PR and communications strategy to enhance the organization's digital presence.
- Engage stakeholders and launch influential campaigns on Facebook, the predominant online social media platform.
- Establish and curate a YouTube channel as a central hub for video content, including vlogging, podcasting, and multimedia dissemination.
- Fine-tune online content for optimal visibility in Google searches through the application of Search Engine Optimisation SEO.
- Utilize Twitter and micro-blogging tools for intelligence gathering, outreach, engagement, and crisis communication in the realm of social media.

Targeted Competencies

Upon the end of this social media and communication skills course, the participants will be able to:

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- Mastery of Search Engine Optimisation SEO.
- Proficient with various social media platforms.
- Crisis management and response.
- Enhance PR skills.
- Understand advanced marketing skills and abilities.
- Refine communication skills across social media channels.

Course Content

Unit 1: Social Media Strategy

- Embrace best practices from case studies showcasing exemplary online communication tactics.
- Formulate a comprehensive online communication strategy tailored to your organization.
- Design organizational systems and processes to guide and facilitate robust engagement in online social media.

Unit 2: Social Media Management

- Examine the social media communications landscape and its implications for participatory PR.
- Delve into strategic considerations and case studies.
- Learn about a detailed guide to crafting a compelling online communication strategy.
- Understand the ways to integrate online engagement with overall business objectives seamlessly.

Unit 3: Social Media Engagement

- Charting the digital terrain: pinpointing the key platforms and influencers relevant to your organization.
- Establish systems, policies, and processes along with allocating necessary resources.
- Define social media roles and responsibilities.
- Author of a bespoke social media policy.
- Assess reputational risks and prepare mitigation strategies.

Unit 4: Content and Search Optimisation

- Insights into search engine optimization SEO best practices.
- Develop strategies for links and keywords to maximize online visibility.
- Learn about the tactics to optimize press releases and web content for search engines and social media.
- Craft content strategies that resonate with target audiences.

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Unit 5: Crisis Management in Social Media

- Learn about the Identification of platforms and methods for effective online intervention and engagement during crises.
- Utilize Facebook, Twitter, YouTube, and Google as tools during crisis scenarios.
- Create nimble strategies, policies, and systems to enable quick decision-making and engagement during critical times.
- Prepare online crisis resources to be deployed instantaneously.
- Formulate messaging and positioning that effectively communicates on social media platforms during times of crisis.