

## Online Training on “Social Media Management for Businesses”

### Programme

**24<sup>th</sup> and 25<sup>th</sup> of September 2024  
from 09:00am to 11:30am**

- 1. The Role of the Social Media Manager**
- 2. Twitter marketing & best practices**
- 3. Social Media Audit - How to's and best practices**
- 4. Social Media Strategy - Elements & KPIs**
- 5. Facebook marketing & best practices**
- 6. Social Media Calendar - How to's and best practices**
- 7. LinkedIn marketing & best practices**
- 8. Events, Stakeholders, Influencers and Reputation on Social Media**
- 9. YouTube marketing & best practices**
- 10. Crisis Management & GDPR**
- 11. Instagram marketing & best practices**
- 12. Social Media Tools you need to know**