

Online Training on "Social Media Management for Businesses"

Programme

3rd and 4th of June 2026 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