

Enterprise Social Media Strategy: Driving Business Impact

Media & Public Relations
Barcelona (Spain)
14 - 18 Jul 2025

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Enterprise Social Media Strategy: Driving Business Impact

Ref: 321552_127390 **Date:** 14 - 18 Jul 2025 **Location:** Barcelona (Spain) **Fees:** 4400 **Euro**

Course Description

This intensive 5-day course equips enterprise professionals with advanced social media strategies to drive measurable business impact. Participants will learn how to develop a comprehensive social media strategy aligned with organizational goals, leverage data analytics for decision-making, and implement crisis management protocols. The course covers cutting-edge tactics for major platforms, influencer partnerships, and measuring ROI.

Learning Objectives

- Develop an enterprise-level social media strategy aligned with business objectives
- Master advanced tactics for major social platforms to increase engagement and reach
- Implement data-driven decision making using social media analytics
- Create a crisis management plan for potential social media issues
- Establish KPIs and measure the ROI of social media initiatives

Course Modules

Day 1: Strategic Foundations

- Enterprise social media landscape and trends
- Aligning social strategy with business goals
- Audience segmentation and persona development
- Competitive analysis and benchmarking

Day 2: Advanced Platform Tactics

- LinkedIn for B2B growth and thought leadership
- Twitter for real-time engagement and customer service
- Instagram and TikTok for visual storytelling
- Emerging platforms and technologies

Day 3: Content Strategy and Influencer Marketing

- Developing a content strategy and editorial calendar
- User-generated content campaigns
- Influencer partnership strategies
- Paid social media advertising techniques

A graphic of a chessboard with several chess pieces (king, queen, pawns) on it. The text 'UK Training PARTNER' is overlaid on the image.

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Day 4: Analytics and Data-Driven Decision Making

- Key social media metrics and KPIs
- Social listening and sentiment analysis
- Data visualization and reporting
- Predictive analytics for social media

Day 5: Risk Management and ROI

- Social media crisis management protocols
- Legal and compliance considerations
- Measuring and communicating social media ROI
- Future-proofing your social media strategy

Practical Wins for Participants

- A customized enterprise social media strategy blueprint
- Crisis management playbook for social media incidents
- ROI measurement framework for social media initiatives
- Action plan for implementing advanced tactics on major platforms

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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