Enterprise Social Media Strategy: Driving Business Impact

11 – 15 January 2027
Edinburgh (UK)



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Why This Course

In today's digital-first business environment, social media is more than just a marketing channel—it's a strategic tool for brand growth, customer engagement, and organizational impact. Companies that master social media at an enterprise level can drive measurable results, strengthen brand reputation, and respond effectively to risks.

This intensive 1-week program equips professionals with advanced social media strategies, combining practical exercises, data-driven insights, and real-world case studies. Participants will leave ready to create, implement, and measure high-impact social media initiatives across major platforms.

What You'll Learn and Practice

By attending this course, you will:

- Develop a comprehensive social media strategy aligned with business objectives.
- Apply advanced tactics for LinkedIn, Twitter, Instagram, TikTok, and emerging platforms.
- Leverage data analytics to inform content decisions and measure success.
- Build a crisis management plan for potential social media issues.
- Establish KPIs and calculate ROI for social media initiatives.
- Gain hands-on experience with influencer partnerships, paid campaigns, and content optimization.

The Program Flow

Day 1: Strategic Foundations

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

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 and engagement
- Exploring emerging platforms and digital innovations



Day 3: Content Strategy and Influencer Marketing

- Developing content strategies and editorial calendars
- User-generated content campaigns to boost engagement
- Strategic influencer partnerships for brand amplification
- Paid social media advertising techniques

Day 4: Analytics and Data-Driven Decision Making

- Key social media metrics and performance KPIs
- Social listening, sentiment analysis, and competitor insights
- Data visualization and reporting for actionable insights
- Predictive analytics to anticipate trends and optimize campaigns

Day 5: Risk Management and ROI

- Social media crisis management protocols and playbooks
- Legal and compliance considerations
- Measuring, reporting, and communicating social media ROI
- Future-proofing strategies to stay ahead in a fast-changing digital landscape

Individual Impact

- Ability to design and execute enterprise-level social media strategies.
- Enhanced skills in analytics-driven decision-making and ROI measurement.
- Increased confidence in managing brand reputation and crises online.
- Practical tools to implement platform-specific tactics effectively.

Organizational Impact

- Strengthened brand presence across social media channels.
- Improved stakeholder engagement and audience targeting.
- Greater operational efficiency in social media management.
- Measurable impact on business objectives through data-driven strategies.

Training Methodology

- Interactive strategy workshops and scenario-based exercises.
- Hands-on analytics and reporting practice.
- Role-playing crisis management simulations.
- Case studies and group discussions to share best practices.



Beyond the Course

Participants will leave ready to:

- Implement a comprehensive enterprise social media strategy.
- Use data and analytics to drive decision-making and measure ROI.
- Respond effectively to social media crises and protect brand reputation.
- Leverage advanced tactics and emerging trends to maximize impact.

