Comprehensive Social Media Training and Understanding

23 November – 18 December 2026
Edinburgh (UK)



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Why This Course

In today's digital-first world, social media is more than a communication channel—it's a powerful driver of brand awareness, engagement, and revenue. Businesses that master social media marketing can build loyal communities, influence purchasing decisions, and stay ahead in a rapidly evolving landscape.

This intensive 4-week program equips participants with the knowledge, skills, and hands-on experience to create, manage, and optimize social media campaigns across multiple platforms. Through a mix of theory, practical exercises, and real-world case studies, attendees will gain the confidence to deliver measurable results for their organizations or personal brands.

What You'll Learn and Practice

By participating in this program, you will:

- Develop a comprehensive social media marketing strategy aligned with business objectives.
- Create engaging, platform-specific content that resonates with target audiences.
- Analyze performance metrics and measure ROI effectively.
- Execute advanced advertising campaigns on major platforms like Facebook, Instagram, LinkedIn, YouTube, and TikTok.
- Manage online reputation and leverage influencer partnerships strategically.
- Explore emerging trends and tools shaping the future of social media marketing.

The Program Flow

Day 1: Introduction to Social Media Marketing

- Overview of the social media landscape and its business impact.
- Understanding key platforms and audience demographics.
- Setting SMART goals for social media success.

Day 2: Developing a Social Media Strategy

- Conducting social media audits.
- Identifying target audiences and crafting buyer personas.
- Selecting the right platforms and building a content calendar.



Days 3-9: Platform-Specific Marketing

- Content Creation Fundamentals: Writing compelling copy, visual content design, and user-generated content strategies.
- Facebook Marketing: Page optimization, engaging posts, Groups, Live, and Stories.
- Instagram Marketing: Profile optimization, Reels, Stories, and hashtag strategies.
- Twitter Marketing: Tweeting effectively, audience engagement, chats, trends, and ads.
- LinkedIn Marketing: Profile optimization, B2B content strategies, networking, and advertising.
- YouTube Marketing: Channel optimization, video SEO, and advertising.
- TikTok and Emerging Platforms: Algorithm insights, viral content creation, and strategy adaptation.

Days 10-11: Social Media Advertising

- Fundamentals of social media advertising: ad accounts, targeting, formats.
- Advanced strategies on Facebook and Instagram: custom audiences, lookalikes, retargeting, A/B testing, and Ads Manager mastery.

Day 12: Social Media Analytics and Reporting

- Tracking KPIs using native and third-party analytics tools.
- Creating insightful reports to guide decision-making.

Days 13-15: Engagement, Listening, and Customer Care

- Social listening and reputation management.
- Influencer marketing: partnerships, success measurement, and legal considerations.
- Social customer service best practices and performance tracking.

Days 16-17: Tools, Automation, and Social Commerce

- Managing platforms efficiently using scheduling and automation tools.
- Introduction to chatbots, AI, and social selling techniques.
- Setting up social commerce channels and measuring performance.

Days 18-19: Content Optimization and ROI

- Optimizing content and profiles for SEO.
- Calculating social media ROI and attributing value to campaigns.
- Presenting actionable insights to stakeholders.

Day 20: Future Trends in Social Media Marketing

- Exploring AR, VR, and emerging technologies.
- Privacy, data regulations, and ethical considerations.
- Preparing strategies for the evolving social media landscape.



Individual Impact

- Confidently plan, execute, and optimize campaigns across multiple platforms.
- Produce measurable results that demonstrate the value of social media initiatives.
- Enhance creativity, analytical skills, and strategic thinking.

Organizational Impact

- Boost brand visibility and engagement across social channels.
- Optimize advertising budgets and improve ROI.
- Strengthen online reputation management and community engagement.
- Stay ahead of trends with strategies adaptable to evolving platforms.

Training Methodology

- Interactive workshops with practical exercises.
- Real-world case studies and campaign simulations.
- Hands-on assignments including content creation, advertising, and analytics.
- Peer discussions and structured feedback to reinforce learning.

Beyond the Course

Participants will leave equipped to:

- Build data-driven social media strategies tailored to business goals.
- Produce engaging content and campaigns across diverse platforms.
- Analyze performance metrics and optimize campaigns for maximum impact.
- Apply future-focused strategies to stay competitive in the ever-changing social media landscape.

