



**NATIONS**  
CORPORATE TRAINING

## SOCIAL MEDIA & CONTENT DEVELOPMENT

FOR SOCIAL MEDIA MARKETERS &  
PROGRAMME MANAGERS

**ESSENTIAL 21<sup>ST</sup> CENTURY LEADERSHIP SKILLS**



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## ABOUT THE COURSE

This course aims to equip learners with critical content creation and social media management skills. Participants will learn how to create effective and relevant social media posts to build and maintain the company's brand and social media presence.

## WHY CHOOSE THIS COURSE?

- Learn how to establish and manage a social media presence.
- Create and manage a content calendar to optimize a social media presence.
- Understand how to create a brand, tone and voice.
- Learn how to evaluate the performance of content on social media.

## WHAT WILL I LEARN?

- Social Media Strategy Development
- Effective Content Development
- Social Media Advertising
- Integrating Marketing Strategies
- Setting Goals and Selecting Platforms
- Launching Successful Campaigns
- Social Media Analytics

**COST**  
\$36,000.00

**DURATION**  
18 Hours

Inhouse Training is available and can be tailored to suit your organisation's training needs.

## CERTIFICATION

Successful learners will be awarded an ABMA certificate of completion. ABMA is an Awarding Organization based in the UK offering OFQUAL Regulated and Professional qualifications in the UK and internationally.

