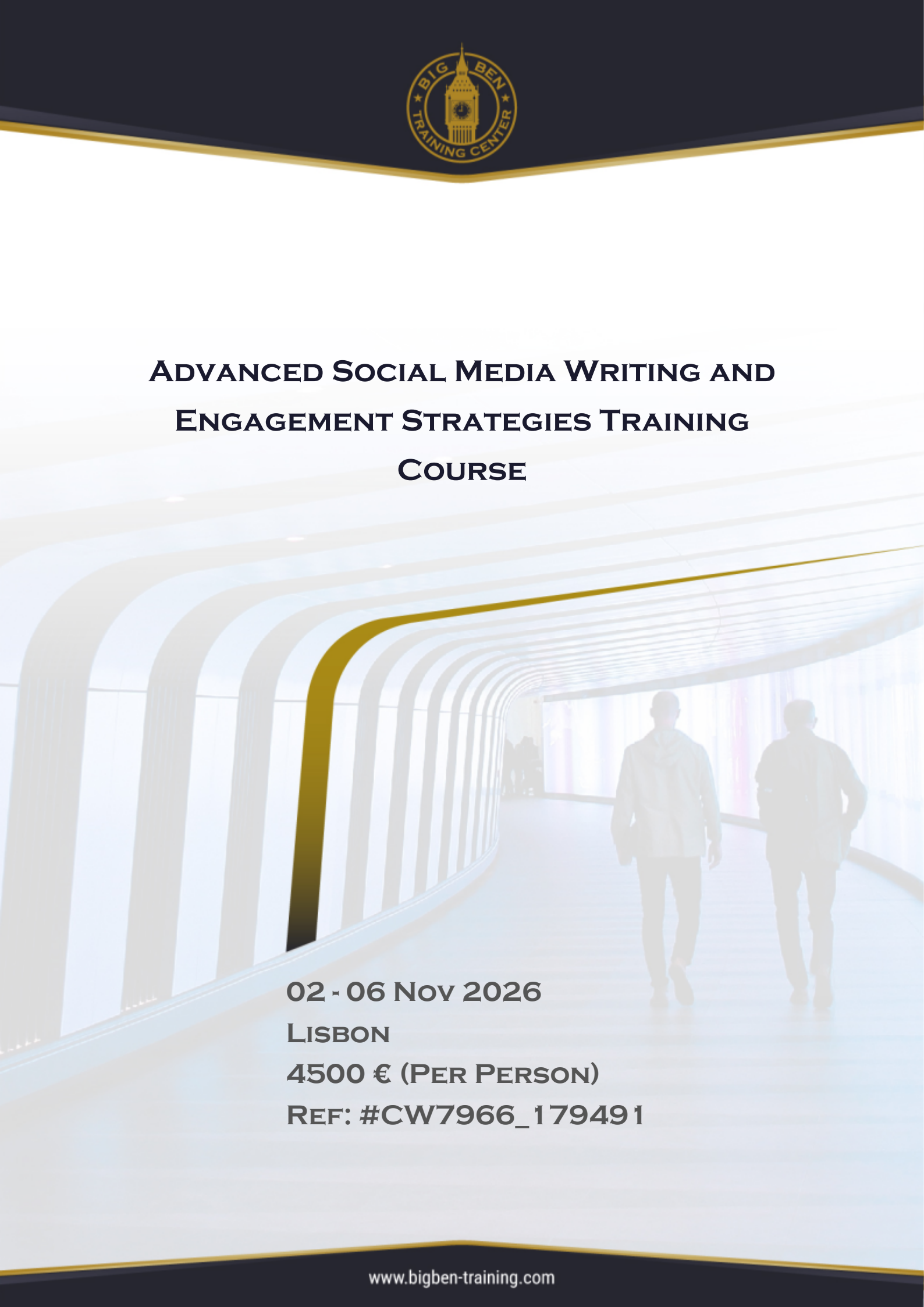
Advanced Social Media Writing and Engagement Strategies Training Course



02 - 06 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #CW7966_179491

Course Introduction / Overview:

In today's hyper-connected digital landscape, effective social media presence is no longer a luxury but a necessity for organizational success. This course moves beyond basic posting techniques to explore the art and science of strategic digital communication. It delves into crafting compelling narratives, fostering genuine community engagement, and building a resonant brand voice that cuts through the noise. We will explore the principles outlined by experts like Ann Handley in her influential book, "Everybody Writes," emphasizing that in the online world, everyone is a writer, and quality content is paramount. This program is designed to transform participants into strategic digital communicators, capable of developing and executing sophisticated social media plans that drive measurable results. At BIG BEN Training Center, we provide a comprehensive framework for understanding audience psychology, mastering platform-specific nuances, and leveraging analytics to refine and optimize your digital engagement strategies, ensuring your message not only reaches but truly connects with your target audience.

Target Audience / This training course is suitable for:

- Social Media Managers and Specialists.
- Digital Marketing Professionals.
- Public Relations and Communications Officers.
- Content Creators and Copywriters.
- Marketing Managers and Team Leaders.
- Brand Managers.
- Small Business Owners and Entrepreneurs.
- Customer Service Representatives involved in social media.
- Anyone responsible for managing an organization's online presence.

Target Sectors and Industries:

- Retail and E-commerce.
- Technology and Software.
- Healthcare and Pharmaceuticals.
- Financial Services and Banking.
- Hospitality and Tourism.
- Education and Academia.
- Non-profit and Non-governmental Organizations.
- Governmental agencies and public sector bodies.
- Media and Entertainment.
- Real Estate and Construction.

Target Organizations Departments:

- Marketing Department.
- Public Relations Department.
- Corporate Communications Department.
- Sales and Business Development Department.
- Customer Service and Support Department.
- Human Resources Department.
- Product Development Department.
- Executive Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive social media content strategy aligned with business objectives.
- Master the art of copywriting for different social media platforms to maximize engagement.
- Define and maintain a consistent and authentic brand voice across all digital channels.
- Build and manage a vibrant online community through proactive engagement techniques.
- Create and manage a strategic social media content calendar.
- Analyze social media metrics to measure performance and inform future strategy.
- Handle negative feedback and manage potential online crises effectively.
- Leverage storytelling techniques to create compelling and shareable content.
- Understand the legal and ethical considerations of social media communication.
- Implement social listening strategies to gain audience insights and monitor brand reputation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and immersive. We believe in learning by doing. This course moves beyond theoretical lectures to focus on real-world application and skill development. Participants will engage in a variety of learning activities, including in-depth case study analyses of successful and unsuccessful social media campaigns, hands-on workshops for crafting compelling copy, and collaborative group projects to develop a complete digital engagement strategy for a sample organization. Interactive sessions will facilitate discussions on audience psychology and brand storytelling. Peer-review activities will provide constructive feedback on content creation exercises, fostering a supportive learning environment. The facilitator will guide participants through practical simulations of crisis communication scenarios and data analysis, ensuring they leave with not only the knowledge but also the confidence to implement these strategies effectively in their professional roles. Our approach emphasizes critical thinking and strategic planning over simple tool-based training.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Social Media Communication

- Defining your strategic objectives and KPIs.
- Conducting a comprehensive social media audit.
- Identifying and understanding your target audience personas.
- Developing a unique and consistent brand voice and tone.
- Competitive analysis and landscape mapping.
- The psychology of online engagement and sharing.
- Introduction to core social media platforms and their unique ecosystems.

Unit Two: The Art of Crafting Compelling Social Media Content

- Mastering the principles of effective social media copywriting.
- Writing powerful headlines and calls-to-action (CTAs).
- Storytelling techniques for building emotional connections.
- Creating platform-specific content for Instagram, X, LinkedIn, and Facebook.
- Fundamentals of visual content creation and curation.
- Leveraging user-generated content (UGC) ethically and effectively.
- Writing for accessibility and inclusivity in digital spaces.

Unit Three: Building and Nurturing an Engaged Online Community

- Proactive vs. reactive community management strategies.
- Techniques for stimulating conversation and user interaction.
- Handling comments, messages, and reviews professionally.
- Transforming followers into brand advocates.
- Developing and implementing community guidelines.
- Strategies for managing online groups and forums.
- The role of empathy in digital customer service.

Unit Four: Developing and Executing Social Media Campaigns

- Planning and structuring an integrated social media campaign.
- Creating and managing a strategic content calendar.
- Fundamentals of social media advertising and promotion.
- Collaborating with influencers and brand partners.
- Measuring campaign performance and ROI.
- Using A/B testing to optimize content and ad performance.
- Reporting on social media analytics to stakeholders.

Unit Five: Advanced Engagement and Crisis Management

- Implementing a social listening program for brand monitoring.
- Identifying potential PR crises before they escalate.
- Developing a social media crisis communication plan.
- Executing the crisis plan with speed and transparency.
- Post-crisis analysis and reputation recovery.
- Navigating legal and ethical challenges in social media.
- Future trends in digital writing and community engagement.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of AI-generated content and fleeting digital trends, how can a brand maintain an authentic and human voice to build lasting community trust?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the strategic and psychological underpinnings of digital communication rather than merely providing a superficial overview of social media tools and platforms. While many courses teach you 'how' to post, we delve deeply into the 'why'. We emphasize the development of critical thinking skills needed to build sustainable, long-term engagement strategies that foster genuine community and brand loyalty. The curriculum is built around a philosophy of authentic connection, teaching participants how to use storytelling and empathy to create a resonant brand voice that stands out in a crowded digital space. Instead of chasing fleeting viral trends, our participants learn to build robust content frameworks and crisis communication plans grounded in proven communication theory and real-world case studies. The hands-on, workshop-style methodology ensures that participants leave not with a list of tips, but with a mastered skill set and the strategic mindset required to navigate the ever-evolving landscape of social media with confidence and professionalism.