Strategic Social Media Management for Corporate Success Training Course

26 - 30 Oct 2026

Lisbon

4500 € (Per Person)

Ref: #MAR5586_145255

Course Introduction / Overview:

In today's hyper-connected digital landscape, a corporation's social media presence is no longer a peripheral marketing function but a central pillar of its brand identity, reputation, and stakeholder engagement strategy. This course provides a comprehensive framework for mastering the art and science of corporate social media management. Moving beyond simple content posting, this program delves into the strategic integration of social media across the entire organization to drive measurable business outcomes. As highlighted by scholar Jeremy Harris Lipschultz in his work on social media communication, effective digital engagement requires a deep understanding of concepts, practices, data, and ethics. This training, offered by BIG BEN Training Center, is meticulously designed to equip professionals with the advanced skills needed to develop robust strategies, foster meaningful community engagement, manage corporate reputation, and navigate the complexities of the digital ecosystem. Participants will learn to leverage social media not just as a broadcast tool, but as a dynamic platform for listening, learning, and building lasting relationships with customers, employees, and investors, ultimately positioning their organization for sustained success in the digital age.

Target Audience / This training course is suitable for:

- Social Media Managers and Specialists.
- Marketing and Communications Professionals.
- Public Relations (PR) Officers and Managers.
- Brand and Product Managers.
- Corporate Communications Executives.
- Digital Marketing Strategists.
- Human Resources professionals involved in employer branding.
- Business Owners and Entrepreneurs.
- Customer Service Team Leaders.
- Anyone responsible for managing a corporate online presence.

Target Sectors and Industries:

- Technology and Information Technology.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Telecommunications.
- Hospitality and Tourism.
- Real Estate and Construction.
- Professional Services and Consulting.
- Governmental agencies and public sector organizations.
- Non-Profit and Non-Governmental Organizations (NGOs).

Target Organizations Departments:

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

Course Offerings:

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

- Develop a comprehensive social media strategy aligned with corporate goals.
- Create and curate compelling content that resonates with target audiences.
- Build and manage vibrant online communities to foster brand loyalty.
- Implement effective social listening and sentiment analysis techniques.
- Manage and mitigate online reputational risks and crises effectively.
- Measure, analyze, and report on social media performance using key metrics.
- Leverage paid social advertising to achieve specific business objectives.
- Develop and enforce a corporate social media governance policy.
- Integrate social media efforts with broader marketing and communication campaigns.
- Understand the legal and ethical considerations of corporate social media.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in a corporate context. We believe in an experiential learning approach that moves beyond theoretical lectures. The course is structured around a blend of expert-led presentations, in-depth case study analyses of successful and unsuccessful corporate social media campaigns, and hands-on practical exercises. Participants will engage in collaborative group workshops to develop social media strategies for hypothetical scenarios, fostering teamwork and creative problem-solving. Interactive sessions, Q&A panels, and peer-to-peer feedback are integral components, creating a dynamic learning environment where diverse perspectives are shared and explored. Our expert instructors facilitate discussions that challenge conventional thinking and encourage participants to develop a strategic mindset. This participant-centered approach ensures that every individual leaves with not only new knowledge but also the confidence and skills to implement effective social media management and corporate engagement strategies within their own organization.

Course Agenda (Course Units):

Unit One: Foundations of Corporate Social Media Strategy

- The strategic role of social media in corporate communications.
- Aligning social media objectives with overall business goals.
- Conducting a comprehensive social media audit.
- Audience analysis, segmentation, and persona development.
- Competitive landscape analysis and benchmarking.
- Selecting the right social media platforms for your corporation.
- Introduction to social media governance and policy development.

Unit Two: Advanced Content Strategy and Creation

- Developing a multi-platform content strategy and theme pillars.
- The art of corporate storytelling and brand voice.
- Creating engaging content formats: video, infographics, and live streams.
- Building and managing a comprehensive content calendar.
- Principles of copywriting for social media engagement.
- User-generated content (UGC) campaigns and co-creation.
- Legal and ethical considerations in content creation and curation.

Unit Three: Community Management and Stakeholder Engagement

- Building and nurturing an engaged online community.
- Best practices for proactive and reactive community moderation.
- Developing effective social media customer service protocols.
- Managing online feedback, reviews, and criticism professionally.
- Strategies for online reputation management (ORM).
- Identifying and responding to a developing social media crisis.
- Techniques for engaging with key stakeholders, including investors and media.

Unit Four: Social Media Analytics, Measurement, and ROI

- Identifying key performance indicators (KPIs) that matter.
- Utilizing native and third-party analytics tools effectively.
- Mastering social listening and sentiment analysis.
- Creating insightful and actionable performance reports for leadership.
- Calculating and demonstrating the return on investment (ROI) of social media.
- A/B testing and optimizing social media campaigns for better results.
- Connecting social media metrics to tangible business outcomes.

Unit Five: Advanced Topics and Future Trends

- Developing and executing paid social media advertising campaigns.
- Strategies for influencer marketing and corporate partnerships.
- Implementing an effective employee advocacy program.
- Navigating platform algorithm changes and their impact on strategy.
- The role of AI and automation in social media management.
- Exploring emerging platforms and future trends in digital communication.
- Integrating social media into the broader digital marketing ecosystem.

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:

How can corporations authentically balance profit-driven social media marketing with genuine social responsibility and stakeholder engagement in an era of heightened public scrutiny?

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

This course distinguishes itself by adopting a holistic, strategic-level perspective on social media, moving far beyond the tactical "how-to" guides for specific platforms. While many courses focus on content creation and scheduling tools, our curriculum is built around the core principles of corporate communication, risk management, and measurable business impact. We emphasize the critical link between social media activities and overarching corporate objectives, teaching participants how to develop strategies that support brand reputation, foster stakeholder trust, and drive revenue. The program uniquely integrates modules on social media governance, crisis communication protocols, and calculating a tangible return on investment, skills that are essential for senior-level professionals. Furthermore, the learning is grounded in real-world corporate case studies and interactive simulations, ensuring that participants grapple with the complex, nuanced challenges they will face in their roles. The focus is not just on managing channels, but on leading a corporate-wide digital engagement philosophy that is both proactive and resilient in the face of an ever-evolving digital landscape.