Strategic Social Media Management for Private Companies and Organizations Training Course



09 - 13 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MED2960_12254

Course Introduction / Overview:

In today's digital age, social media is more than a tool, it's a strategic asset for companies and organizations. This comprehensive training program, provided by BIG BEN Training Center, is designed to give you the skills needed to develop, implement, and manage a successful social media strategy that drives business results. We will cover everything from finding your brand's voice and building an authentic community to running targeted advertising campaigns and using data to measure your success. The program focuses on practical skills, including content creation, community engagement, and crisis communication. We will also look at the theoretical foundations of social media marketing, drawing on the work of academics like Jennifer Aaker, a prominent behavioral psychologist whose research on brand personality helps us understand how to create a compelling and human brand on social media. Her work on the "Aaker's Brand Personality Framework" will help you shape your own strategy. By the end of this course, you will not only be a proficient social media manager, but also a strategic thinker who can use these platforms to build a strong brand, connect with your audience, and achieve your business goals. This training is for anyone who wants to take their social media presence to the next level.

Target Audience / This training course is suitable for:

- Social media managers.
- Marketing and communications specialists.
- Public relations professionals.
- Brand managers.
- Entrepreneurs and small business owners.
- Corporate communications officers.
- Government agencies and public institutions.

Target Sectors and Industries:

- Marketing and advertising.
- E-commerce and retail.
- Technology and software.
- Public relations.
- Financial services.
- Non-profit organizations.
- Government agencies and public sector.

Target Organizations Departments:

- Marketing and communications.
- Social media.
- Public relations.
- Brand management.
- Corporate communications.
- Customer service.
- Digital strategy.

Course Offerings:

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

- Develop a comprehensive social media marketing strategy.
- Create engaging and authentic social media content.
- Build and nurture an active online community.
- Run effective targeted advertising campaigns.
- Handle social media crisis communication with confidence.
- Use analytics and data to measure social media performance.
- Understand the legal and ethical considerations of social media.

Course Methodology:

BIG BEN Training Center uses a hands-on, project-based learning approach that allows participants to apply concepts in a practical setting. The program is built around a series of case studies, interactive workshops, and a final capstone project. We will use real-world case studies of successful and failed social media campaigns to analyze what worked and why. Participants will work in small groups to develop a complete social media strategy for a mock company. They will create a content calendar, write posts, and even run a simulated advertising campaign. The program also includes workshops on technical skills, such as using analytics tools and creating visuals for different platforms. Our experienced instructors will provide personalized feedback on all projects. This blend of theory and practical exercises, combined with detailed feedback, ensures that participants are fully prepared to manage social media for any organization.

Course Agenda (Course Units):

Unit One: The Foundations of Social Media Strategy

- The role of social media marketing in business.
- Defining your target audience and brand voice.
- The psychology of online communities and engagement.
- Developing a social media strategy and a content calendar.
- The difference between various social media platforms.
- Using a customer journey to guide content.
- The importance of a consistent personality.

Unit Two: Creating Compelling Social Media Content

- The art of content creation for social media.
- Writing a compelling post and using effective calls to action.
- Visual storytelling with images, graphics, and video.
- The importance of user-generated content.
- Developing a hashtag strategy.
- Repurposing content for different platforms.
- The basics of visual brand identity.

Unit Three: Audience Engagement and Community Building

- The principles of community management.
- Responding to comments and messages.
- Building a loyal and active online community.
- Using live sessions and Q&As to engage with your audience.
- The role of influencers and brand ambassadors.
- Turning followers into customers.
- The power of social listening.

Unit Four: Advertising and Analytics

- The basics of social media advertising.
- Creating effective ad campaigns.
- Targeted advertising and audience segmentation.
- Using a variety of analytics tools to measure performance.
- Key performance indicators (KPIs) for social media.
- A/B testing and campaign optimization.
- The importance of a data-driven approach.

Unit Five: The Social Media Management Project

- Presenting your final social media strategy for a mock brand.
- A review of the entire social media management process.
- A deep dive into case studies of successful social media campaigns.
- Handling a simulated social media crisis.
- The long-term plan for a social media career.
- A final Q&A with the instructors.
- A review of key concepts.

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 does the demand for authentic, human-centric content challenge the traditional corporate tendency toward overly polished and risk-averse social media communication?

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

This training program is different because it focuses on a mix of strategic thinking, practical skills, and a deep understanding of human psychology. While many courses focus on just tools or a single platform, this one, provided by BIG BEN Training Center, teaches you how to build a complete and effective social media strategy that is truly integrated with your brand. The hands-on, project-based structure is a major plus, as participants will develop a complete social media plan that they can use as a portfolio piece. We also go into the nuances of crisis communication and the importance of data-driven decisions. We believe that this comprehensive approach, which combines creativity with strategy and psychology, gives participants a strong foundation for a successful career in social media management.