



*Training Course:
Optimizing Social Media Presence: Tactics for
Specialists*

*16 - 20 June 2025
Geneva (Switzerland)*

Training Course: Optimizing Social Media Presence: Tactics for Specialists

Training Course code: SM235703 From: 16 - 20 June 2025 Venue: Geneva (Switzerland) - Training Course Fees: 5750 € Euro

Introduction:

This program is designed to equip social media specialists with the skills and tools to optimize their social media presence effectively. Participants will learn strategies for content creation, audience engagement, and performance analytics, enabling them to maximize their impact across various platforms. By mastering these tactics, specialists can drive better brand visibility, audience interaction, and measurable results.

Target Audience:

- Social media specialists and managers
- Marketing and communications professionals
- Content creators and brand strategists
- Entrepreneurs managing their social media presence
- Professionals transitioning to social media roles

Objectives:

By the end of this program, participants will:

1. Develop platform-specific strategies to optimize social media presence.
2. Create engaging content tailored to diverse audiences.
3. Master tools for social media scheduling, analytics, and optimization.
4. Enhance audience engagement through effective communication techniques.
5. Measure and evaluate the success of social media campaigns.

Outlines:

Day 1:

Understanding the Social Media Landscape

- Overview of major platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube

- Trends and updates in social media marketing
- Defining your brand's social media identity
- Competitor analysis and benchmarking
- Practical session: Assessing your current social media presence

Day 2:

Content Creation and Planning

- Crafting compelling visuals and copy
- Developing a consistent content calendar
- Adapting content for different platforms and audiences
- Leveraging user-generated content UGC
- Workshop: Creating a month-long social media content plan

Day 3:

Engagement Strategies for Maximum Impact

- Building relationships with your audience
- Responding to comments, messages, and feedback effectively
- Managing online communities and fostering loyalty
- Using polls, quizzes, and interactive features to boost engagement
- Group activity: Designing an audience engagement strategy

Day 4:

Tools and Technologies for Optimization

- Overview of social media management tools Hootsuite, Buffer, Canva, etc.
- Using analytics tools to measure performance Google Analytics, platform insights
- Scheduling and automating posts for consistency
- A/B testing for content effectiveness
- Hands-on session: Exploring and utilizing top social media tools

Day 5:

Measuring Success and Scaling Strategies

- Setting realistic KPIs for social media campaigns
- Understanding metrics: Reach, engagement, impressions, and conversions
- Reporting insights to stakeholders
- Scaling successful campaigns and pivoting from failures
- Final group project: Presenting a comprehensive social media strategy

Registration form on the Training Course: Optimizing Social Media Presence: Tactics for Specialists

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