

Using Social Media for Brand Building

Course Overview

Your brand represents your organization, its products and services. In this modern day of widespread Internet usage, it is crucial that your brand has a clearly defined, consistent, and responsive presence.

This course will help you build a brand through social media, whether you intend to build an original brand or strengthen an existing one. The scope of the course encompasses building a social media strategy, identifying appropriate social media platforms, designing strong messages that will attract the attention of your target audience, and the continuous evaluation and review of strategy.

Recommended for: Marketing and Brand Managers, Executives and Digital Media Specialists

Format: Instructor-led

Duration: One day

Learning Objectives

- Define the terms associated with social media branding
- Create a social media strategy for their brand
- Evaluate various social media platforms and identify the platforms that suit their brand
- Engage in effective communication over social media
- Handle criticism and negative feedback
- Create a social media outline to guide brand representatives
- Conduct an evaluation and review of your strategy



Course Outline

Unit 1: Setting the Social Media Context

What Is Branding?

What Is Social Media?

Unit 2: Building the Strategy

The Five Elements of a Social Media Branding Strategy

Pre-Assignment Review

Unit 3: Identifying Your Audience

Unit 4: Choosing the Right Platforms for Your Brand

Get to Know Your Social Channels

Unit 5: Creating Brand-Centric Messages

What's in a Message?

Handling Negative Feedback

Building Customer Trust

Unit 6: Developing Social Media Guidelines

Unit 7: Reviewing Progress and

Revising Your Plan



www.skillsbuilderpro.com

info@skillsbuilderpro.com

United States | United Kingdom | Egypt | Saudi Arabia