

Advanced Social Media Content Strategy Training Course

Elevate your social media content and skills

Course Dates

Please note: This course is currently only available [in-house](#)

With social media completely infused in our post-digital world, cutting through the noise and gaining attention requires smart strategic planning and tactics.

But how to you engage multi-generational audiences with different content needs across a plethora of social media channels and placement types.

This one-day course, ideal for aspiring and experienced content creators, combines theoretical insights with practical applications, ensuring a comprehensive mastery of social media content. The course will help you enhance your content marketing effectiveness across all verticals, enabling you to develop a tailored social media content strategy for business growth and measurable success.

Join us for an immersive one-day training course tailored to elevate your social media content creation strategy and skills.

Course Programme

Introduction to Modern Content Strategy

- Evolution of content strategy in the digital landscape
- The impact of AI and automation on content creation
- Leveraging the creator economy and influencer marketing
- Integrating sustainability and brand values in content
- Legal aspects and ethical considerations in content strategy

Crafting a Long-Term Content Plan

- Aligning content with long-term business objectives
- Incorporating latest content trends, including short and long-form video
- Planning for diverse content formats and channels
- Utilising multi-sensory elements like audio, polls, and interactive features
- Adapting to the rise of super apps and integrated platform experiences

Platform-Specific Content Strategies

- Tailoring content for major platforms (Facebook, Instagram, LinkedIn, TikTok)
- Utilising platform analytics for content optimisation
- Strategies for engaging Gen Z and diverse audience segments
- Embracing nostalgia and retro content trends
- Platform dynamics: balancing promotional and value-driven content

Brand Storytelling Techniques

- Best practices in Social Media SEO
- The art of storytelling in brand communication
- Creating content that resonates with target audiences
- Trends in storytelling: less linear and more personal
- Balancing trends with original, long-form content

Measuring Success in Content Strategy

- Key metrics for evaluating content performance
- Tools and techniques for content analysis
- Interpreting data to refine content strategies
- Utilising social media for customer service and engagement
- Public responses and PR opportunities in customer service

Emerging Trends and Future Predictions

- AI integration in content creation and marketing
- Adapting to changes in audience behaviour and preferences
- Preparing for the future of content marketing
- Leveraging emerging technologies and platforms
- Predicted social media trends

Benefits

Following the Advanced Social Media Content training course, you will have:

- ✓ A deeper understanding of key social media content trends
- ✓ A framework to create a content strategy on key social channels
- ✓ The techniques to plan your content calendar around audience needs and drivers
- ✓ An understanding of which content types are most effective to achieve your organisational goals
- ✓ Real-world research and evidence on channel-specific content types
- ✓ The ability to measure your content success against industry benchmarks
- ✓ A social media content action plan for your brand or organisation

All attendees receive attendance certification and copies of course materials.

Audience

The Advanced Social Media Content training course is ideal for marketing professionals, inbound professionals and social media content creators in both B2B and B2C contexts seeking to elevate their content strategy skills.



What people say

Andrew delivered an excellent strategy training course that provided expert guidance, a practical framework and lots of in-depth discussion around our specific requirements. Thanks.

Josie Kirby, Web Editor
Ashbourne College

