



(003587769-K)

Persiaran Mayang Pasir
Bayan Baru, 11950
Pulau Pinang, Malaysia
Mobile: 019-9790786

Email: hr.department@softspheretraining.my

Website: www.softspheretraining.my

Course Name: Content Creation on Social Media

Synopsis

Welcome to the "Content Creation on Social Media" training course! This comprehensive 2-day program is designed to equip you with the skills and knowledge necessary to create engaging, effective, and impactful content for various social media platforms. Whether you are a beginner looking to enhance your social media presence or an experienced professional aiming to refine your content creation strategies, this course will provide valuable insights and practical techniques to help you succeed.

What You Will Learn

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

- Understand the fundamentals of content creation for social media.
- Identify the unique characteristics and requirements of different social media platforms.
- Develop a content strategy that aligns with your brand's goals and target audience.
- Create compelling and visually appealing content using various tools and techniques.
- Optimize content for increased engagement and reach.
- Analyze and measure the performance of social media content.



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Who Should Attend

This course is ideal for:

- Social media managers and coordinators
- Marketing and communication professionals
- Entrepreneurs and small business owners
- Content creators and influencers
- Anyone interested in improving their social media content creation skills

Prerequisite

N/A

Course Methodology

- blend of interactive lectures
- hands-on activities
- group discussions

Course Duration

2 day(s) - 9am - 5pm

Course Structure

Session 1: Registration and Welcome

- Participants' registration
- Welcome speech and introduction to the training objectives

Session 2: Introduction to Social Media Platforms

- Overview of popular social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.)
- Understanding the unique features and audience demographics of each platform

Session 3: Creating a Content Strategy

- Defining content goals and objectives
- Identifying target audience and creating audience personas
- Aligning content strategy with business goals

Session 4: Content Planning and Calendar Creation

- Brainstorming content ideas
- Developing a content calendar
- Tools and software for content planning (Trello, Asana, etc.)

Session 5: Crafting Compelling Content

- Writing engaging captions and posts
- Best practices for visual content (images, videos, graphics)
- Leveraging user-generated content

Session 6: Creating Video Content

- Types of video content (stories, live streams, reels, etc.)
- Tips for shooting and editing videos
- Tools for video creation and editing (Adobe Premiere Pro, Canva, etc.)

Session 7: Content Optimization and SEO

- Understanding social media algorithms
- Techniques for optimizing content for visibility and engagement
- Using hashtags effectively

Session 8: Analytics and Performance Measurement

- Key metrics to track on different platforms
- Using analytics tools (Google Analytics, platform-specific insights)
- Adjusting strategy based on data insights



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Session 9: Interactive Workshop and Content Creation Practice

- Participants create their own content based on learned strategies
- Peer review and feedback session
- Group discussion on content improvement

Session 10: Final Q&A and Closing Remarks

- Addressing any remaining questions
- Summary of key takeaways