Tel No:+97126654546 | Fax No:+97126654182 | Email: training@cmc-me.com | www.cmc-me.com



SM041:
Winning Social Media Strategies for Public Relations

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Training Description:

This Winning Social Media Strategies for Public Relations is a five-day training course designed to provide participants with a comprehensive understanding of how to leverage social media platforms to enhance public relations, build brand reputation and engage stakeholders effectively. The course focuses on creating strategic social media campaigns that complement PR objectives, communicate key messages and influence target audiences. Participants will gain practical skills in content creation, audience engagement and performance measurement to drive meaningful results.

Throughout this intensive training course, participants will explore techniques for integrating social media with PR strategies, managing online presence, monitoring conversations and responding to crises effectively. Emphasis is placed on understanding platform-specific strategies, audience behavior, content formats, and analytics tools to optimize campaigns. The course also highlights the importance of aligning social media efforts with organizational goals, brand values and broader communication objectives.

By the end of the training course, participants will be equipped with practical tools, frameworks and techniques to design, execute and measure winning social media campaigns that strengthen public relations. They will gain confidence in engaging audiences, managing digital reputation, leveraging data for strategic decisions and integrating social media seamlessly into PR strategies for sustained impact.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand the role of social media in public relations
- ✓ Develop social media strategies aligned with PR objectives
- ✓ Create compelling content for various social media platforms
- ✓ Engage and grow target audiences effectively
- ✓ Monitor online conversations and measure campaign performance
- ✓ Manage social media crises and protect brand reputation
- ✓ Integrate social media campaigns with broader PR initiatives
- ✓ Use analytics and insights to optimize social media strategies
- ✓ Build strong brand presence and visibility online
- ✓ Apply tools and technologies to enhance social media management

Training Designed for:

This training course is designed for public relations professionals, communication managers, social media managers, brand managers, marketing executives, corporate affairs officers, media specialists, content creators, business owners and professionals responsible for managing public relations or social media campaigns who wish to enhance their ability to design, execute and measure social media strategies that strengthen brand reputation, engage audiences effectively and deliver tangible results.

Training Requirement:

"Hands on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

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Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- Foundations of Social Media for PR
  - Role of social media in modern public relations
  - Overview of key social media platforms and audiences
  - Understanding online reputation and brand presence
  - Aligning social media objectives with PR goals
  - Identifying target audiences and engagement strategies
  - Key challenges in managing social media for PR
  - Ethics and professionalism in online communication

DAY TWO:

- Content Creation and Campaign Design
  - Crafting compelling messages for social media
  - Visual storytelling, videos, graphics and multimedia content
  - Platform-specific strategies and best practices
  - Scheduling, consistency and campaign planning
  - Integrating social media content with broader PR campaigns
  - Using hashtags, trends and influencers for reach
  - Workshop: Designing content calendars and sample campaigns

DAY THREE:

- Audience Engagement and Analytics
  - Strategies for engaging audiences effectively
  - Monitoring conversations, comments and mentions
  - Responding to inquiries and feedback professionally
  - Using analytics to measure performance and ROI
  - Tools for social media monitoring and reporting
  - Evaluating audience behavior and campaign impact
  - Adjusting strategies based on insights and trends

DAY FOUR:

- Case Study and Crisis Management
  - Handling negative publicity and online crises
  - Reputation management and proactive strategies
  - Integrating PR campaigns with social media for maximum impact
  - Case study: Successful social media-driven PR campaign
  - Workshop: Developing a crisis response plan for social media
  - Team presentations and feedback

DAY FIVE:

- **Optimization, Strategy Refinement and Reporting**

- Continuous improvement of social media PR strategies
- Scaling campaigns across platforms and markets
- Strategic reporting and communicating results to stakeholders
- Aligning ongoing campaigns with brand objectives and values
- Leveraging analytics for decision-making and future campaigns
- Case study: Sustaining long-term social media PR success
- Final workshop: Presenting a comprehensive social media PR strategy

❖ Course Conclusion
❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:
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