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SOCIAL MEDIA MASTERCLASS

18-19
OCT
2018

HOTEL SOFITEL MAURITIUS L'IMPÉRIAL RESORT & SPA, WOLMAR COASTAL ROAD, FLIC-EN-FLAC

ABOUT THE SOCIAL MEDIA MASTERCLASS

This hands-on comprehensive two-day Social Media Masterclass course will equip you with the knowledge and tools you need to understand core social media platforms. Learn how to maximise your social media results, using the latest statistics, examples and case studies from Facebook, Twitter, LinkedIn, Instagram & YouTube.

During this workshop, Social Media Marketing Specialist Natasha Clark will teach you social media basics through to advanced strategy execution, crucial to taking advantage of social media effectively. This course features real social media examples and strategies from some of the most world's successful social media campaigns and brands, along with the latest tools to measure your online marketing efforts.

COURSE METHODOLOGY

Interactive and participatory, including presentations and facilitation by the trainer, group exercises, roundtable discussions, video clips, case studies and debriefing. On day one, we will learn about all the platforms and on day two, each delegate will create a social media and digital strategy for their own brand, while guided and mentored by our course curator and trainer.

WHO SHOULD ATTEND

Communication professionals, social media managers, digital marketers, business owners, product owners, business start-ups, website admins, content specialists, advertising agency executives, learners in senior roles from public and private sector organisations including CEOs, GMs, Executives, Heads of Functions, Consultants and Team Leaders whose scope covers boosting their online profile.

COURSE OUTLINE

- An Overview of Social Media & Platforms
- Facebook, Twitter and Instagram for business
- Advertising for social media & defining target audience and budgets
- Digital PR, Bloggers and Influencers
- SEO (Search Engine Optimization) Overview
- How to increase your rankings in Google and Search Engines
- Google Analytics Overview
- How to optimise your website
- Social Media Strategy and Template
- How to create brilliant content and engage your fans
- Content Calendar & Implementation Plan with Templates
- ORM (Online Reputation Management)
- Growing your business with Social Media
- Best Practice and case studies for Social Media
- Reporting and AVE (Advertising Value Equivalent)
- Tools, tricks and tips – including scheduling and automated messages
- Step by Step Tutorials and Notes to take home
- Personalised Digital Marketing Strategy created for YOUR business in session
- Social Media & Digital Marketing Certificate
- Reputation Management, Monitoring & Dealing with Negative Social Media
- How To Create A Social Media Policy & Risk Management
- Social Media & Customer Service / Community Management
- Social Media & The Law
- Social Media & Digital Marketing Certificate

COURSE OBJECTIVES

- By the end of the course, you will be able to:
- Focus on what problems you can use social media to solve, what value this can create for your organization and what frameworks are required
 - Understand the general changes happening in marketing rather than seeing "social media" as an additional channel to cope with
 - Develop confidence to use social media as a part of your marketing mix
 - Learn structures and frameworks to help plan your social marketing efforts and make it all fit together
 - Explore immediate challenges you're facing, as well as the opportunity to network and learn from others
 - Weave together acquisition and retention tools to deliver an efficient social media marketing strategy
 - Approach the commissioning of social media services with more knowledge and confidence and be able to deflect trendy jargon
 - Return to your job with a solid to-do list
 - Predict how the online space will evolve and what new types of tools and approaches are starting to emerge



COURSE DIRECTOR

NATASHA CLARK
Natasha Clark is the MD & founder of The Birdhouse (www.thebirdhouse.co.za), a successful Social Media & PR agency based in Cape Town. She runs her popular Social Media Workshops and assists clients and other agencies with social media strategies, SEO, community management and Digital PR.

Natasha has worked with some of Africa's leading brands and her clients include FNB, Woolworths, Truworths, SAB, Engen, Telkom, Takealot, Wesgro, Parliament amongst many others.

FEES AND REFUND

Rs 20,000 per participant. Course is MQA approved and company sponsored participants can get a refund of 75% from HRDC. Fees include lunch and tea breaks for both days.



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