

Social Media Management Course Outline

3-Week Social Media Management Course (Beginner Program)

Week 1 — Introduction to Social Media Management

- What is Social Media Management?
- Understanding major platforms: Facebook, Instagram, TikTok, LinkedIn, X
- Personal branding vs business branding
- Creating optimized social media profiles
- Introduction to content creation
- Understanding target audience

Week 2 — Content Creation & Scheduling

- Types of social media content
- Content pillars and content planning
- Writing captions that convert
- Basics of graphic design using Canva
- Hashtag strategy
- Creating content calendars
- Introduction to scheduling tools

Week 3 — Growth & Engagement

- Community management
- Responding to comments and messages professionally
- Growing followers organically
- Introduction to analytics and insights
- Basic advertising overview
- Final practical project: Create a 1-week content calendar for a business

6-Week Social Media Management Course (Intermediate Professional Program)

Week 1 — Fundamentals of Social Media Marketing

- Social media ecosystem
- Digital marketing overview
- Understanding audience behavior
- Branding fundamentals
- Setting SMART goals

Week 2 — Content Strategy & Planning

- Content strategy development
- Content pillars
- Storytelling for brands
- Copywriting techniques
- Creating monthly content calendars

Week 3 — Graphic Design & Video Content

- Designing with Canva
- Introduction to short-form videos
- Reel and TikTok content creation
- Video editing basics using CapCut
- Brand consistency

Week 4 — Platform Management

- Managing Instagram, Facebook, TikTok, LinkedIn
- Scheduling and automation tools
- Community engagement strategies
- Influencer collaboration basics

Week 5 — Advertising & Analytics

- Introduction to paid ads
- Basics of Meta Ads
- Campaign objectives
- Understanding analytics and metrics
- Measuring ROI

Week 6 — Client Management & Portfolio Building

- Working with clients professionally
- Proposal writing
- Pricing social media services
- Reporting templates
- Building a portfolio
- Final project: Manage a mock business account

10-Week Social Media Management Course (Advanced Career Program)

Week 1 — Introduction to Social Media & Digital Marketing

- Social media landscape
- Career opportunities
- Digital marketing fundamentals

- Brand positioning

Week 2 — Audience Research & Branding

- Audience persona creation
- Competitor analysis
- Brand voice development
- Social media audits

Week 3 — Content Strategy Development

- Advanced content planning
- Funnel-based content
- Content mapping
- Campaign strategy

Week 4 — Graphic Design for Social Media

- Advanced design principles
- Designing carousels, flyers, thumbnails
- Using Canva
- Brand kits and templates

Week 5 — Video Marketing & Reels

- Video storytelling
- Short-form content production
- Editing with CapCut
- YouTube Shorts & TikTok strategies
- Content hooks and retention

Week 6 — Platform Specialization

- Instagram growth strategy
- LinkedIn personal branding
- TikTok growth hacks
- Facebook business optimization
- Cross-platform marketing

Week 7 — Community Management & Customer Relations

- Customer engagement
- Handling negative feedback
- Online reputation management
- Building online communities

Week 8 — Paid Advertising & Sales Funnels

- Running Meta Ads

- Ad creatives and copy
- Lead generation campaigns
- Sales funnels
- Retargeting basics

Week 9 — Analytics, Reporting & Automation

- KPI tracking
- Analytics dashboards
- Reporting to clients
- Social media automation tools

Week 10 — Freelancing, Agency & Career Development

- Building a social media agency
- Getting clients locally and internationally
- Creating service packages
- Contracts and onboarding
- Portfolio presentation
- Final capstone project: Full social media strategy for a real or mock business