

Curriculum: Social Media Management Course

Key Concepts

In this training course, the participants will learn the following:

Develop and Manage Online Presence

Building an online presence on social media platforms is one of the main topics discussed in this training. These educational sessions will help students develop and manage their online presence in the best possible way and put their products on top of the market. By online presence, we mean all activities and content that a person or business, or any entity, has under their name on the internet. Online presence entails assets, accounts, interactions, and any other piece of information created by or about the business or person.

Master Social Media Management

With this concept in mind, students will be able to manage social media accounts (Facebook, Instagram, LinkedIn, Twitter), including creating campaigns, understanding creative idea generation, making content calendars, and all other relevant materials. Participants will learn how to create, publish, and analyze content. Additionally, upon training completion, they will be fully equipped to use social media for

engaging and interacting with social media users.

Ideation or idea generation is the act of forming ideas. It is a creative process encompassing the generation, development, and communication of new concepts and thoughts, which become the basis of an innovation strategy.

An editorial calendar or content calendar is a written schedule of where and when a person or business plans to publish upcoming content. Content calendars typically cover status updates, forthcoming pieces, planned promotional activity, partnerships, and updates to existing content.

Target the Right Audience Timely

Targeting the right audience at the right time is highly important for any business. In this training, participants will profoundly understand when is the right time to show an advertisement and smartly target the right audience that can consist of potential clients to a business.

A social media target audience is the distinct group of people a business reaches through its social channels.

They are the people who are most



likely to be interested in a particular business's products, content, or services. In addition, they are likely united by some common characteristics, like behaviors and demographics.

Plan Advertising Campaigns

This point has a critical role in this training. After the educational sessions are completed, students will be able to create campaigns with the right and engaging content for the audience.

A social media campaign is a sequence of coordinated activities aiming to achieve a particular goal over a fixed period. Its outcomes can be tracked and measured. A social media campaign can be limited to a single network or occur across various social media platforms.

Key Skills

In this training, we will help participants obtain the following abilities:

1. **Managing,**
2. **Creativity,**
3. **Communication, and**
4. **Informed decision-making.**

Soft skills are essential to have to get the most out of this training. Although not required, the most important thing is keeping an open mind and a continuous learning mindset throughout these training sessions.

What we would refer to as good-to-have soft skills are:

- **Communication skills,**
- **Digital proficiency,**
- **Creativity,**
- **Self-awareness, and**
- **Emotional intelligence.**

To understand the course and put the lectures into practice, participants need to think critically, cooperate and communicate with each other and with the trainer, ask questions, share opinions, and discuss every idea during the training hours.

Creativity also plays a vital role as it's integral to the very foundation of the course. All the skills mentioned here enable the teacher to assess each student, detect the lack of knowledge and understand their performance.

Creativity is a phenomenon of how something new and valuable is formed. Thus, we will employ creativity in all relevant aspects of this training, alongside other vital skills. Likewise, before deciding on creating, managing, and publishing content, participants will learn how to ponder closely on a topic and make an informed decision based on solid evidence.

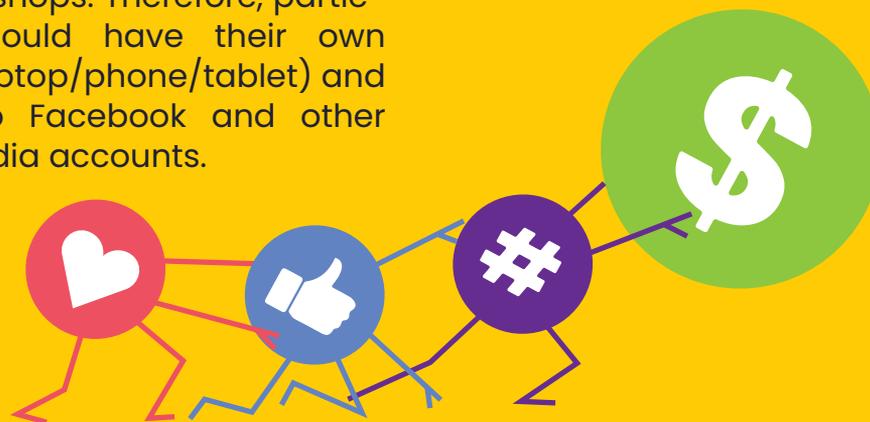
Timeframe

This training will be delivered for ten days. On each of the days, the training session starts at 09:00 a.m. and finishes at 12:00 p.m.

More detailed information is available in the training agenda.

Devices

Nowadays, it is almost impossible not to use technology in trainings/workshops. Therefore, participants should have their own device (laptop/phone/tablet) and access to Facebook and other social media accounts.



Training Methodology

Most of the training will be teacher-led and interactive. Once the main topics are included and instructed by the trainer, students will also have the opportunity to create a campaign in front of the audience (other participants of the training) and present creative ideas. Participation, open discussion, and feedback are highly encouraged throughout the 10-day course.

Accountable Talk and Student Inquiry

The sessions are designed to encourage active participation and peer collaboration besides instructor-led guidance. Informed decision-making is one of the key reasons why social media marketing has transformed the advertising industry.

Considering the amount of data collected in social media management, it is safe to say that

accountable talk complements the training sessions.

Accountable talk refers to the type of talk that moves learning forward. Wolf, Crossen, and Resnick (2006) describe three aspects of accountable talk:

1. **Accountability to the learning community.**
2. **Accountability to accurate knowledge.**
3. **Accountability to rigorous thinking.**

Measuring Student Learning

The nature of this training is very interactive, and each of the participants will have the opportunity to get involved and share their ideas and opinions.

Toward the end of the training, there will be Q&A sessions to answer specific questions and direct them to additional resources. Furthermore, participants will be practicing their skills as we go, using the Facebook Ads Manager platform. Authentic tasks and material immersion are an integral part of the training sessions. Completing numerous authentic tasks will be encouraged through the use of real-world scenarios.

Authentic tasks require participants to use strategies, knowledge, and skills learned while completing a real-life assignment that a person needs to perform in their professional or private lives.

Learning Issues

If students do not seem to be acquiring knowledge and skills presented during the course, the trainer will recommend additional materials related to social media training. At the same time, during the sessions, the trainer will ensure that everything runs smoothly and that each student can practice the theoretical lectures.

All measures will be put in place to resolve any learning issues that may arise during training implementation, fostering the most beneficial learning experience.

Optimal Learning Space

There are two options for conducting this training:

1. In-class, or

2. Through an online platform.

In-class training sessions are more convenient since the trainer will observe each participant's progress in person, more interactions can take place, and students may share and discuss their ideas.

However, in case of an emergency or public health crisis, the training can also be implemented through an online platform like Zoom, Microsoft Teams, Google Meet, etc.



Teacher Feedback

After the training is completed, there will be consultations for trainees (one hour per participant) based on their needs. Each participant is free to contact the trainer on their problems while managing their social media platforms.

That way, we will ensure that proper teacher-to-student feedback advances the learning path of participants even upon training completion.



Measuring Student Knowledge and Skills

Each student will create a campaign in front of other participants. In a way, this process will let the teacher know where they stand. Besides this, there will be a Q&A session and an online preparatory test by the end of the training provided by Facebook. In the final training stage, the trainer and participants will know exactly where they stand regarding knowledge learned and skills acquired.

Trainer

Valon Canhasi is a social media consultant and trainer with more than eight years of experience and has trained more than 1,500 students.

Hallakate Sh.P.K., a social media agency, was established in 2016 by Mr. Canhasi, where he has the role of CEO and his team consists of 10 employees with different roles within the company.

Leading a company, organizing SMM trainings every month, being a board member at STIKK, Kosovo ICT ASSOCIATION, at American Chamber of Commerce, at Business Consultant Council makes Mr. Canhasi deeply passionate about teaching and producing professionals in the social media ecosystem.

Mr. Canhasi is an engineer of media technologies. Also, he is a Marketing Executive certified by SMEI CME 2019. Born and raised in Prishtina, a very devoted father, he has a little family consisting of two boys and his wife. The Albanian language is his native tongue, while he is fluent in English, Serbian, and Turkish.