PR & Media · PR128

Advanced Training for Social Media

Barcelona (Spain) · 14 - 18 Dec 2026

Date	Venue	Duration
14 - 18 Dec 2026	**Barcelona (Spain)**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**PR128**	**English**

Introduction

This Advanced Social Media Training Course is designed to get you up to speed on the latest techniques that are sure to improve your social media activities. This may specialise in determining what will entice audiences to interact with and share social media content.
We spend a lot of time practising content creation and social interaction skills in a fun and approachable way, so delegates leave feeling confident in their abilities and ready to apply new skills the moment they return to their desks.

This training course on Advanced Training for Social Media highlights:

- Using social media effectively for marketing, PR, HR, sales, and customer service.
- Social media planning that meets audience needs and delivers business objectives.
- Building audience relationships via social media that strengthen brand and reputation.
- Creating engaging content audiences concentrate to and share with others.
- Staying up-to-date with emerging topics, trends, and technologies on social media.

Course Objectives of Advanced Training for Social Media

By the top of this educational programme, participants are going to be ready to demonstrate the subsequent skills, knowledge and behaviours:

- Advising leaders on social media strategy and plans.
- Using Facebook, Twitter, Instagram, Snapchat, et al for business.
- Finding and connecting with target audiences.
- Confidence in responding to audiences online to shape opinions.
- Creating and optimising words and pictures that go viral.
- Writing that grabs attention and creates conversations.
- Research online trends to remain relevant.

Course Methodology of Advanced Training for Social Media

This educational programme on Advanced Training for Social Media combines presentations that share both theory and industry best practices with practical sessions in accordance with adult

learning and blended learner-centred principles.
Participants will have opportunities to place into practice the talents they develop and enhance during the course. We make the foremost of small and whole group exercises, videos, case studies, peer exchange, brainstorming, role plays and discussions.
Attendees will spend time working one-on-one and in small groups to resolve the challenges participants face. they're going to leave with new ideas and skills they will implement immediately they step back to their teams.
Participants are encouraged to reflect on and discuss their own professional issues and experiences. Overall, 50% of coaching are going to be experiential and 50% are going to be theoretical.

Organisational Impact of Advanced Training for Social Media

Participants will return to their organisations ready to both advice on social media strategy and manage campaigns that integrate effectively with other business communication activities, including:

- Advising leaders on social media options.
- Platforms and methods that are appropriate to the organisation and audiences.
- Develop social media plans and campaigns that support the business vision, mission, and values.
- Responding to audience participation and feedback on social media to strengthen loyalty.
- Evaluating activities to demonstrate the worth to the organisation in terms of finances, operations, reputation, and customer satisfaction.

Personal Impact of Advanced Training for Social Media

Participants will hear and discuss the latest social media techniques and best practices, plus have opportunities to analyses their own social media strategies and activities, including:

- Developing social media activities and campaigns that engage audiences.
- Listening to conversations, tapping into key trends and topical subjects.
- Defining and targeting key audiences, influencers, opinion formers, and interest communities.
- Finding the simplest angles and language to hook people and build engagement.
- Uploading and publicising really engaging stories, creating conversations, and driving word of mouth.
- Responding to comments and feedback in a way that positively builds relationships.

Target Audience of Advanced Training for Social Media

Professionals who use social media for business need to enhance their performance also as an understanding of the newest techniques.
This Advanced Training for Social Media course is right for journalists and practitioners working in marketing, PR, customer service, customer relations, HR, employee communications, media relations, community relations and public affairs.

Course Outlines of Advanced Training for Social Media

DAY 1

Overview of social media

- The Current Social Media Landscape – what's hot and what's not?
- How to Keep-up with continuous changes in social media including Emerging Technologies, Automation and Avatars.
- Choosing between the Raft of Social Media Options - platforms, channels and apps.
- Choosing between the big variety of Tools to make Social Media Content including blogs, slides, video, infographics, quizzes and podcasts.
- Demystifying Jargon and Following Online Etiquette.
- Pitfalls and the way to Avoid Them.
- The Place of social media in Customer Relationships, Customer Service, Recruitment, Employee Engagement, PR and Marketing.

DAY 2

Building an efficient Social Media Strategy

- Analysing How Your Organisation Uses social media to interact - what's working and what's not working?
- Understanding Who Wants to attach together with your organisation on social media - What do they need to listen to and what does one want to inform them?
- Developing Social Media Objectives and Proving They Deliver Business Benefits.
- Creating a Balanced Portfolio of Social Media Channels to succeed in Audiences.
- Scheduling Social Media Activities in order that they Integrate with other Corporate Activities.
- Monitoring and Measuring Social Media Activities to Demonstrate they're Effective.

DAY 3

Reaching and Influencing Audiences

- Profiling Audiences and Targeting Influencers and Opinion Formers.
- Creating an Emotional reference to Humour, Human Interest and Storytelling.
- Ensuring Relevance with Breaking News, Experiences and private Exchanges.
- Reaching-out to Passive Audiences who lurk instead of engage.
- Capitalising on Employees' Social Influence through Word of Mouth and private Relationships.
- Helping Employees to Become Effective Social Media Ambassadors.

DAY 4

Creating Content that's Shareable and Shared

- Understanding What Makes Grabs Attention and Hooks People In.
- How to make Conversations and Drive Word of Mouth.
- Tips to make Engaging Content Audiences Find Interesting, Relevant and Useful.
- Using a particular to Structure Content and a Calendar to Timetable Publication.
- Developing Great Visual Aids, Images and Videos that Go Viral.
- Messaging that Works Across Multiple Channels and Drives Traffic to Your Ultimate Destination.
- Creating Content which will be Adapted for various Media and Channels.
- Writing Skills Practice including Headline Writing and Finding the simplest Tone of Voice.

DAY 5

Searching & Listening Techniques

- Using social media for Research.
- Monitoring What Competitors do on social media.

- Tapping into Trends and Current Themes.
- Listening in and Participating-in in Conversations.
- Choosing the simplest Keywords and Hashtags.
- Writing Great Comments and Captions on Instagram, ET. al.
- When and the way to reply to Comments and Feedback.

Register or ask about this course online

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training@hplustraining.com · +44 74 0108 8599 · +90 539 827 59 14