



Effective Management of Social Media for Business Professionals

February 23 – 27, 2026 1st Run: Lagos & Port Harcourt

August 31 – September 4, 2026, 2025, 2nd Run: Lagos & Abuja

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: Lagos: N350, 000,

Abuja / Port Harcourt: N400, 000 per Participant

Delivery Mode: In-person / Live Virtual / Hybrid

Online course fee: N300, 000 per Participant

Available for In-plant Training

700 U\$D for foreign
Participants

Course Overview:

This intensive 5-day program equips business professionals with the strategic, managerial, and practical skills needed to oversee social media operations within an organization. Participants learn how to plan, execute, and evaluate social media initiatives that support business goals, strengthen brand reputation, and drive measurable results. The course blends strategic frameworks with hands-on exercises, real-world case studies, and platform-specific guidance to ensure participants can confidently manage teams, processes, and content across today's major social platforms.

For Whom:

This training is designed for marketing Managers & Coordinators seeking to expand their social media leadership roles. Communications & PR Professionals managing brand reputation and stakeholder communication. Social Media Managers & Specialists Looking to formalize processes and improve strategic capabilities. Customer Service Leads Engaging customers through social platforms.

Corporate Trainers & HR Professionals. Anyone responsible for planning, supervising, or optimizing social media efforts will benefit from this course.

Learning Objectives:

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

- develop a results-oriented social media strategy aligned with organizational goals.
- establish governance frameworks, policies, workflows, and approval processes.
- manage and lead social media teams, internal stakeholders, and external agencies.
- define, track, and report KPIs using analytics tools.
- create budgets, resource plans, and campaign calendars.
- select appropriate social channels based on audience segmentation and intent.
- design cohesive cross-platform content strategies and campaigns.
- utilize storytelling, brand voice, and visual standards for consistency.
- manage paid advertising across platforms (Meta, LinkedIn, X/Twitter, TikTok, YouTube).
- implement social media governance, compliance, and brand safety policies.
- identify and mitigate online risks, misinformation, and reputation threats.
- build a crisis response plan and escalation procedures.
- use social listening tools to monitor brand perception and industry trends.
- apply best practices for community engagement and customer interaction.

Course Outline:

Day 1 – Foundations of Strategic Social Media Management

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

Lagos: Human Capital Associates Global Consult Ltd: Acme House 2nd Floor, Ogbia Industrial Scheme, Ogbia, Ikeja – Lagos

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Introduction to social media in the business context

- Digital ecosystem overview: platforms, demographics, and use cases
- Aligning social media goals with business strategy
- Competitive benchmarking & SWOT analysis

Creating a social media strategy framework

- Building audience personas & customer journeys
- Content pillars and brand narrative development
- Workshop: Draft your organization's social media strategy

Day 2 – Content Planning, Creation & Brand Storytelling

Developing a cross-platform content plan

- Post types: educational, promotional, thought leadership, community engagement
- Visual branding and storytelling principles
- Writing for different platforms

Tools for content creation (Canva, Adobe Express, CapCut, etc.)

- Building a social media calendar
- Intro to AI tools for content generation
- Lab: Create a week-long content plan and sample posts

Day 3 – Community Management, Engagement & Paid Advertising

Community moderation best practices

- Handling comments, inquiries, and escalations
- Social customer care: tone, timing, and expectations
- Influencer and partner collaboration tactics

Introduction to paid social advertising

- Targeting, budgeting, bidding, and optimization approaches
- Setting up basic ad campaigns (Meta, LinkedIn, TikTok)
- Lab: Design a small paid campaign and ad set

Day 4 – Analytics, Measurement & Performance Optimization

Understanding KPIs (reach, engagement, conversions, sentiment, etc.)

- Using platform dashboards
(Meta Insights, LinkedIn Analytics, TikTok Analytics)
- Social listening tools and competitive analysis dashboards

A/B testing strategies and data-driven content optimization

- Reporting & storytelling with data
- Building executive-level reports and dashboards
- Lab: Create a performance report and recommendations

Day 5 – Governance, Risk Management & Crisis Response

Social media governance frameworks

- Policies: acceptable use, employee advocacy, content approval
- Legal considerations (copyright, compliance, privacy, disclaimers)

Risk identification and mitigation strategies

- Crisis management planning & simulation
- Final group project: Build a full social media management plan
- Course summary, certification, and Q&A

Training Methodology

- Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teachings/learning methods.

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