

Advanced Social Media Management

Learn Advanced, Practitioner-level Social Media Marketing Strategies as Executed by Industry Experts

 In-Person Classroom

 Duration: 16 Hours (2 days)



You're in Good Company

Industry leading organisations who've sent their teams for upskilling at Equinet



Course Fees & Fundings

Course Fee: S\$975.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies:
From **S\$292.50** (inclusive of 9% GST)

SkillsFuture
Credit, PSEA,
UTAP
Claimable

Table Of Contents

- Course Overview
- Target Audience
- Course Highlights
- Course Objectives
- Course Outline
- Trainer Profile
- Certificate and Certification Track
- Why Learn with Us
- Testimonials
- FAQs
- Related Courses



Course Overview

Social media is no longer novel. Brands and companies, both big and small, have harnessed it to grow their brands' online presence, generate leads, and boost their sales.

While some have succeeded, the majority find that their online efforts do not bring the result that they desire. Often, this is due to a need for more in-depth knowledge of how social media or a particular platform works.

Targeted at current corporate and individual users of social media, this advanced-level course will provide a step-by-step guide to managing your social media marketing function in a systematic and sustainable fashion.

Using the easily remembered acronym ACE-ING!, it covers the following 5-steps:

- **Analyse:** Assessing your current social media situation
- **Curate:** Developing content ideas and putting them into a calendar
- **Execute:** Advanced social media content strategies and techniques
- **Infer & Navigate:** Understanding and responding to data
- **Governance:** Managing your social media function for the long-term



Target Audience

Our Advanced Social Media Management Course is designed for:

- 01. CMOs, VPs, Directors, and Managers of Marketing and PR functions:** Senior executives looking to deepen their strategic understanding and application of social media in their marketing mix.
- 02. Digital Marketing and Social Media Marketing Managers and Executives:** Professionals aiming to refine their social media strategies, enhance engagement, and drive better results.
- 03. Business Owners and Entrepreneurs:** Individuals who want to leverage social media to attract customers, cultivate leads, and grow their businesses.
- 04. PR Directors and Executives:** Professionals focused on improving public perception and managing brand reputation through social media channels.
- 05. Social Media and Community Managers:** Those responsible for building and nurturing online communities, increasing brand awareness, and driving engagement.
- 06. Bloggers and Content Creators:** Creatives who need to enhance their social media presence and connect more effectively with their audience.
- 07. Account Managers and Executives:** Client-facing professionals who need to integrate social media strategies into their service offerings.

Note: As this is an advanced-level course, participants must know how Facebook, Instagram, LinkedIn, YouTube, and other social platforms work.

Course Highlights

In the **Advanced Social Media Management** course, participants will learn how to:

- Build a sustainable social media marketing management process
- Tap on the latest trends in social media marketing
- Analyse and audit competitors and company's social media efforts
- Develop techniques to brainstorm and source for social media content ideas
- Craft winning social media content for campaigns
- Build their online brand influence through storytelling and social psychology
- Optimise social media marketing budgets and track ROI
- Manage social media teams and internal processes



Course Objectives

By the end of the class, trainees will be able to:

- Audit social media marketing processes based on current social media trends
- Implement research methods using social media tools to develop and implement social media management strategies
- Grow online influence and strengthen fan communities in accordance with social media guidelines
- Determine social media budget and track social media return on investment
- Manage social media marketing functions effectively and sustainably
- Oversee social media crisis, complaints, and conflicts across social media platforms

Course Outline

Analyse: Conducting a Company and Competitor Social Media Analysis

Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Class Discussion)

- Conducting Social Media Audit
- Competitor Intelligence

Curate: Social Media Content Ideation, Curation and Scheduling

Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Class Discussion)

- How to Generate Social Media Content Ideas
- How to Craft Social Media Retargeting Campaign
- How to Develop Social Media Content Plan

Execute: Advanced Social Media Content Strategies

Topics Covered Include:

Instructor-Led | Mode of Delivery (Demonstration & Practical Application, Class Discussion)

- How to Build a Distinctive Social Media Brand
- Live Streaming Copywriting
- Social Media Copywriting Formulae
- Social Media Campaign Planning Framework
- Robert Cialdini's 6 Weapons of Influence



Infer & Navigate: How to Read, Track and Manage Social Media ROI

Topics Covered Include:

Instructor-Led | Mode of Delivery (Demonstration & Practical Application, Class Discussion)

- Calculating Social Media Marketing Budget
- Infer & Navigate Social Media Marketing Metrics

Govern: Social Media Marketing Governance

Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Class Discussion)

- Jobs for Social Media Marketing Managers
- Social Media Marketing Management Techniques
- How to Respond to Online Feedback
- Crafting Social Media Marketing Brief
- How to Choose the Right Social Media Marketing Agency

Assessment Component

- Written Assessment – Case Study with Questions
- Individual Project Presentation



Trainer Profile

Walter Lim

Meet Walter, Founder and Chief Content Strategist of Cooler Insights. He has worked with over 104 clients, and trained over 6,300 professionals in close to 340 workshops. His clients include Pan Pacific Hotels Group, OTIS, Brother, Bosch, NTUC First Campus, Mount Elizabeth Medical Centre, Gleneagles Penang, ECOLAB, Hwacheon Machine Tools, SPH, and many others.





Certificate and Certification Track

A SkillsFuture WSQ Statement of Attainment (SOA) – Media Platforms Management under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Advanced Social Media Management course assessment and achieved at least 75% attendance.

*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Media Platforms Management

Course Code: TGS-2021010172

Course Support Period: 10 Dec 2021 – 09 Dec 2025



Why Learn With Us?

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

4.9/5

Google Reviews

20,000+

In our community and have
trained at Equinet

4/5

Quality Rating on TRAQOM
via Qualtrics



Testimonials

”

Lesson content was highly relevant to my job responsibilities and can be applied. Trainer is highly experienced and in tune with the digital marketing industry.

Rachel Koh,
Watsons Singapore

”

The course is good and I learnt a lot from Walter. He demonstrated topics well during the whole course! It's definitely worth it to attend!

Chia Zi Xuan,
Sunrider

”

The class was well-timed, Walter didn't have to rush through his course, which is great! The group exercises are also very hands-on learning and practice, instead of just theory.

Amber Tan,
DKSH

”

Attended Walter's 2 days fast-track advanced social media course and I have to say Walter gave lots of useful tips and template that will be helpful in building up our social media content strategy.

Jasmine Lim,
MCI Group

”

Enrolling in this course was a game-changer for me. The in-depth modules on social media audit and content strategy provided actionable insights that I could immediately apply to my projects. The practical approach, combined with advanced strategies and tools, has significantly enhanced my ability to craft effective social media campaigns.

Kai Lim



Frequently Asked Questions

What is the difference between the WSQ Social Media Marketing course and this advanced course?

The basic [Social Media Marketing course](#) covers the fundamental concepts of social media marketing and how to quickly get started marketing your business on social media.

The Advanced Social Media Marketing Course goes into more detail covering more advanced concepts of social media marketing and management. You may go through and review both course outlines in detail and [contact us](#) should you have any specific questions on this.

Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English

Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class. For more details, you may read the [Online-based Classroom Learner Guide](#).

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.

If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other [post-training support](#) channels such as the Equinet Academy Insider Community where you may network with like-minded individuals and industry experts.



Related Courses



Digital Content Marketing



Digital Content Creation For Content Creators



Facebook & Instagram Marketing

Learn Advanced, Practitioner-level Social Media Marketing Strategies as Executed by Industry Experts

Sign up for **Advanced Social Media Management**

[Reserve your seat here today.](#)



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For More Information
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