

# Advanced Social Media Management

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





# Course Description



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

Guided by best practices in both B2C and B2B businesses, it introduces a process for you to build your social media influence in a more scientific manner.

During the course, you will learn and apply the more advanced strategies and tactics gleaned from the worlds of behavioural economics, storytelling, data analytics, and brand building. You will also be equipped with the tools and techniques needed to manage your company's social media function as well as to develop your own SOPs for social media.



### Course Duration

2 Days  
9am to 6pm



### Learning Mode

Face-to-Face Classroom or  
Online-Based Classroom (Zoom)



From \$380.25 (incl. 9% GST) after  
70% SkillsFuture Funding

## Target Audience

VPs and Marketing directors, PR directors, Marcom directors, social media managers, community managers, bloggers, digital marketing executives, PR executives, account managers, account executives, and anybody who needs to use social media to attract customers and prospects, cultivate leads, deepen customer relationships, increase brand awareness, improve public perception and drive sales.

- CMOs, VPs, Directors and Managers of Marketing and PR functions
- Digital marketing and social media marketing managers and executives
- Business owners
- Entrepreneurs
- PMETs who use social media marketing in their work
- Learners from Equinet Academy's Social Media Marketing Course

\* NOTE: As this is an advanced level course, learners are expected to be familiar with how Facebook, Instagram, LinkedIn, YouTube, or 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

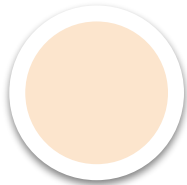
# Course Objectives

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



# Certification



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.



# Course Outlines

## Analyse: Conducting a Company and Competitor Social Media Analysis

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

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

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

# Course Outlines

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

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

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 Bio **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.





# Why Learn with Equinet?



## **Re-attend** the course once within 3 years

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



## **3-year access** to the courseware via our LMS

Get 3-year access to the updated course slides, templates, and guides. Be ready to implement the concepts learnt.



## **Post-training mentoring** with industry experts

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



## **Lifetime access** to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

# Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$380.25
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$575.25
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$380.25
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$575.25
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$380.25

# Course Fees & Fundings

## SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

## SkillsFuture Enterprise Credits (SFEC)\*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

*\*Eligible for claim after course completion.*

## Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

## Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

# Trainee 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**

# Frequently Asked Questions



## 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.

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.



## Are there any funding or government subsidies for this course?

You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



## 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 Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

# Advanced Social Media Management



**SIGN UP NOW**

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Media Platforms Management | Course Code: TGS-2021010172 | Registry Period: 10 Dec 2021 - 09 Dec 2025