XCELERATE TRAINING INSTITUTE

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PUBLIC RELATIONS

Social Media for Corporate Communication Training Course

Managing Official Social Media Accounts Professionally and Safely

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	PRT-109

Upcoming dates

Dates	Venue	Format	Fee
8 – 10 Mar 2027	Amman	Classroom	€2,600
3 – 5 May 2027	Live online	Online (live)	€900
21 – 23 Jun 2027	Amsterdam	Classroom	€3,200
27 – 29 Sep 2027	Barcelona	Classroom	€3,200
8 – 10 Nov 2027	Live online	Online (live)	€900
6 – 8 Dec 2027	Berlin	Classroom	€3,200

Register or ask a question

Online: x8ti.com/course/social-media-for-corporate-communication-training-co…

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Social Media for Corporate Communication Training Course

Introduction

Official social media accounts are now the main way many organisations communicate with the public. Managing them well requires strategy, good content, fast responses, clear governance and awareness of legal and reputational risks.

This course covers social media strategy for corporate and government accounts, content planning, community management, governance and measurement.

Learning Objectives

By the end of this course, participants will be able to:

- Build a social media strategy for an organisation
- Plan engaging content for each platform
- Manage communities and respond to the public
- Set governance, approval and security rules
- Handle negative comments and social media crises
- Measure social media performance

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants build a content calendar and practise responding to real-world comment scenarios.

Benefits for Your Organisation

- Professional, consistent social media presence
- Faster, better responses to the public
- Lower risk of social media mistakes
- Measurable engagement

Benefits for You

- Social media management skills
- Content planning templates
- Response frameworks
- Analytics knowledge

Who Should Attend

This course is designed for:

- Social media officers
- PR and communication staff
- Government communication teams
- Marketing professionals
- Customer service teams handling social channels

Course Outline

Day 1: Strategy and Platforms

- Social media in the Gulf
- Platform selection
- Objectives and audiences
- Brand voice
- Content pillars

Day 2: Content and Community

- Content calendars
- Video and visual content
- Community management
- Responding to complaints
- Influencer collaborations

Day 3: Governance and Measurement

- Policies and approval workflows
- Account security
- Social media crises
- Analytics and reporting
- Strategy presentation

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Registration Form

Social Media for Corporate Communication Training Course

Preferred dates: ..... Venue or online: .....

Duration: 3 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Register online
Open the course page