

| Marketing         |                        |  |        |  | <br><b>meirorail</b> |
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| File Ref          | TRAINING SPECIFICATION |  |        |  |                                                                                                        |
| Creation Date     | 14/11/2019             |  |        |  |                                                                                                        |
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## Social Media In The Workplace Training (4 days)- QCTO Accreditation

### 1. Course Details

Social media has revolutionized the way businesses communicate with their customers. Platforms that were once mainly used for personal networking have become essential marketing tools. Today, most companies must have a well-thought-out strategy to effectively reach customers via social media.

Additionally, the course explores how to manage a social media community and use the appropriate channels to generate leads and drive sales. Upon completion of the course, students will have a comprehensive social media marketing strategy that aligns with their company's business objectives

### Key Skills:

#### The Role of the Social Media Spokesperson

- Introduction to digital communications and the evolution of the spokesperson role
- Responsibilities and impact of being the voice of the brand
- Key principles of brand tone, voice, and messaging
- Understanding audiences and digital behavior
- Aligning online representation with corporate values

#### Building a Professional Social Media Presence

- Personal branding for spokesperson credibility
- Creating and managing profiles across different platforms
- Balancing personal voice and organizational representation
- Visual presentation and storytelling techniques
- Maintaining professionalism and digital etiquette

#### Content Strategy and Community Engagement

- Crafting compelling, on-brand content for diverse platforms
- Scheduling, publishing, and managing posts with consistency
- Best practices for interacting with followers, comments, and messages
- Using engagement techniques to build brand loyalty
- User-generated content, testimonials, and influencer Collaboration

#### Crisis Management and Reputation Protection

- Identifying and preparing for social media risks
- Real-time monitoring and early warning signs
- Responding to negative comments and public complaints
- Communication during PR crises or emergencies
- Case studies in digital crisis communication and recovery

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## Legal, Ethical, and Analytical Dimensions

- Legal and ethical considerations in social media communications
- Avoiding defamation, copyright, and privacy issues
- Internal policies and social media governance
- Introduction to tools for social media analytics and KPIs
- Final simulation: Live role-play as social media spokespersons

## 2. Supplier Requirements

- Must be registered with **QCTO for social media In The Workplace Training**
- The supplier to supply own resources (Projector, Pens, whiteboard markers, flip charts (if relevant)).
- Supplier manages the attendance register and furnish the end user with the attendance registers for the training.
- Supplier is responsible for all administration-related issues throughout the course duration.
- Supplier to issue hardcopy Certificate of competency
- METRORAIL GAUTENG will provide venue.