

MEDIA & JOURNALISM

Social Media Content Creation & Influencer Communication

A two-day programme in social media content & influencer communication, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This dynamic course gives social media managers, brand strategists, and creator economy leads the skills required to navigate algorithm-driven platforms, partner with digital creators, and produce high-performing, high-integrity content tailored for 2030 social environments.

What participants will learn

- 01** Algorithmic Mastery: Understand how predictive social feeds prioritize short-form, interactive, and spatial content.
- 02** High-Impact Partnerships: Structure data-driven influencer collaborations that yield authentic reach and measurable conversion.
- 03** Efficient Content Production: Build rapid mobile workflows using modular creation templates and AI aids.
- 04** Community Retention: Turn passive followers into active, loyal brand communities.

Who should attend

Media and communication professionals, PR teams, content producers, journalists and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Capstone: Constructing a end-to-end 30-day social media launch campaign.

Detailed programme

Day 1: Platform Dynamics & High-Performance Content Strategy

01 The Social Ecosystem Blueprint

- Overview of dominant social platforms: Niche communities, decentralized feeds, and immersive networks.
- Algorithmic shifts: Transitioning from follower graphs to interest and engagement graphs.
- Audit: Evaluating brand presence across modern social ecosystems.

02 Creative Strategy for Hyper-Short Form & Interactive Media

- Principles of visual hooks, pacing, and retention optimization.
- Designing interactive content: Polls, dynamic overlays, AR filters, and social games.
- Practical: Scripting a viral 15-second visual concept.

03 AI-Assisted Content Workflows

- Leveraging generative video, graphic, and caption generation tools without losing brand voice.
- Automating content localization and multi-format resizing.
- Workshop: Building a streamlined multi-channel content factory.

04 Community Building & Conversational Social

- Transitioning from broadcast posting to dynamic community engagement.
- Direct messaging strategies, private brand circles, and tokenized/exclusive communities.
- Exercise: Developing a community engagement playbook for core superfans.

Detailed programme

Day 2: Influencer Relations, Creator Economy & Campaign Measurement

05 Strategic Creator & Influencer Identification

- Moving beyond follower counts: Vetting creators for sentiment, audience authenticity, and brand alignment.
- Virtual influencers vs. human creators: Strategic considerations.
- Lab: Utilizing creator discovery platforms to audit potential partners.

06 Structuring Authentic Creator Collaborations

- Contracting, creative freedom guidelines, and FTC/regulatory compliance in 2030.
- Co-creating brand narratives that resonate naturally with creator audiences.
- Simulation: Negotiating a multi-platform creator campaign partnership.

07 Live Commerce & Social Conversion

- Integrating direct purchase channels into live streams, short videos, and interactive stories.
- Frictionless checkout mechanics and real-time social sales activation.
- Case Study: Dissecting successful social commerce campaigns.

08 Campaign Optimization & Advanced Analytics

- Attribution modeling for social media: Linking engagement to conversion and brand lift.
- Real-time campaign iteration based on audience retention curves.
- Capstone: Constructing a end-to-end 30-day social media launch campaign.

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TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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