



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



2-DAYS WSQ ADVANCED SOCIAL MEDIA MANAGEMENT COURSE

Master Advanced Social Media Management Strategies for
Business Growth



Course Duration

2 Days
8.30 AM - 6.30 PM



Course Fee

From **\$129.16** (inclusive of GST)
after **90% SkillsFuture Funding**



Mode of Delivery

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



This course is accredited by SkillsFuture
Singapore under the WSQ Skills Framework
Course Code: TGS-2023020904



Who Should Attend

This course is suitable for Entrepreneurs, Business Owners, Marketing and Communications Executives of mid to high level, Content Strategists, Community Managers, Content Creators, and any individual looking to leverage social media to nurture leads, build brand presence, build an online community, strengthen customer relationships, and drive sales.

@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 90% funding and job placement programmes.



Minimum Entry Requirements

To enrol in this WSQ Advanced Social Media Management Course, you should possess the following:

- 1 GCE 'O' level or equivalent (\geq 21 years old); or
- NITEC/Higher NITEC (\geq 21 years old); or
- Mature candidates (\geq 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

COURSE DESCRIPTION

Social media management can feel overwhelming for marketers today, with things like algorithm changes, handling crises, and keeping your brand consistent across different platforms. Our 2-Day WSQ Advanced Social Media Management course is designed to enhance your skills in utilising advanced digital marketing models, processes, frameworks, and analytics tools.

Through this advanced social media training, learn how to plan, execute, and measure social media campaigns effectively, all while focusing on getting the best return on investment (ROI). You will have the opportunity to directly apply your newfound knowledge and skills to analyse, curate, execute, infer, navigate, and manage social media marketing strategies.

By the end of the course, you'll be confident in establishing policies for social media use in your organisation and managing your social media presence to meet your business goals.

COURSE **HIGHLIGHTS**

Learning Objectives:

- Formulate a comprehensive social media strategy that aligns with organisational goals, and establish clear policies and procedures for responsible and effective social media use within the organisation.
- Design and create compelling and engaging content tailored to the target audience while mastering tools and techniques to enhance audience interaction and content visibility across various social media platforms.
- Allocate and manage resources, including budget, human resources, and tools, to ensure the efficiency of the execution of the social media strategy while optimising costs and maximising return on investment.
- Analyse metrics and evaluate the success of social media activities, including formulating and executing crisis management strategies and continually adapting to industry trends while upholding ethical standards in social media practices.

COURSE **OUTLINE**

▶ **Module 1: Strategic Planning and Policy Development**

- Social Media Marketing vs Social Media Management
- Media Platform Management Strategies
- Components of Media Engagement Plans
- Organisational Policies and Procedures
- Strategic Planning and Media Plan Framework

▶ **Module 2: Content Creation and Audience Engagement**

- Crafting Engaging Content and Audience Engagement Guidelines
- Techniques and Tools for Content Creation and Engagement

▶ **Module 3: Implementation and Resource Management**

- Resource Management for Social Media Strategies
- Implementation of Social Media Strategies

▶ **Module 4: Monitoring, Analysis, and Continuous Improvement**

- Metrics, Analytics, and Success Measurement
- Crisis Management Strategy
- Continuous Learning, Ethics, and Trends

▶ **Hands-on Project-based Assignment**

At the end of the module, the trainees should be able to develop an effective media engagement plan that encompasses audience engagement strategies, content guidelines, and crisis management for a hypothetical organisation.

COURSE FEES & **FUNDING**

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens 40 years old and above	S\$1,017.00	90% SkillsFuture Funding	S\$129.16
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above		70% SkillsFuture Funding	S\$332.56
Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above	S\$1,017.00	90% SkillsFuture Funding	S\$129.16
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$332.56
Non-SME Singapore Citizens 40 years old and above		90% SkillsFuture Funding	S\$129.16

For more detailed funding information, visit asktraining.com.sg/course-fundings/

up to
90%
SkillsFuture
Funding

E- CERTIFICATION

A **SkillsFuture WSQ Statement of Attainment (SOA)** under the Skills Framework TSC and Certification of Completion by ASK Training will be awarded to candidates who have demonstrated competency in the WSQ Advanced Social Media Management Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ ADVANCED SOCIAL MEDIA MANAGEMENT COURSE

Course Code: TGS-2023020904

<https://asktraining.com.sg/digital-marketing-courses/wsq-advanced-social-media-management-course/>

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Speak to a Course Consultant

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