MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

ICT and Security Management

Social Media Management and Digital Communication

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSDI	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

This course equips participants with practical skills to manage organisational social media platforms, develop effective digital communication strategies, create engaging content and strengthen their organisation's online presence.
The training explores social media planning, digital branding, audience engagement, online reputation management, digital campaigns and the application of Artificial Intelligence (AI) in modern communication.
Participants will gain hands-on experience using digital communication tools, developing social media campaigns, monitoring performance and managing communication across multiple platforms.

Course Outcomes

1. By the end of this course, participants will be able to:
    1. Develop and implement effective social media and digital communication strategies aligned with organisational objectives.
    2. Create engaging digital content and manage social media platforms to improve audience engagement and brand visibility.
    3.

Utilise AI-powered tools, social media analytics and digital marketing techniques to optimise communication performance.

4. Manage online reputation, digital communication risks and stakeholder engagement across multiple digital channels.

5. Design, execute and evaluate integrated digital communication campaigns using industry-standard tools and best practices.

Course Outline / Curriculum

1. Introduction to Social Media Management and Digital Communication

- Understanding the digital communication landscape and the role of social media in modern organisations.
- Exploring major social media platforms, emerging digital trends and effective communication practices.

2. Developing Social Media and Digital Communication Strategies

- Establishing communication objectives, identifying target audiences and selecting appropriate digital channels.
- Developing organisational social media strategies, communication policies and editorial calendars.

3. Digital Content Creation and Storytelling

- Creating engaging written, visual and multimedia content for different social media platforms.
- Applying digital storytelling, content planning and brand messaging techniques to strengthen communication.

4. Social Media Platform Management and Audience Engagement

- Managing organisational accounts across Facebook, Instagram, LinkedIn, X, TikTok and other relevant platforms.
- Building online communities, improving audience engagement and managing stakeholder interactions.

5. Artificial Intelligence in Social Media and Digital Communication

- Using AI-powered tools for content generation, graphic design, scheduling and communication automation.
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Applying responsible AI practices, human oversight and AI-driven insights to improve digital communication.

6. Digital Marketing and Social Media Campaign Management

- Planning and implementing organic and paid social media campaigns to achieve organisational communication objectives.
- Understanding audience targeting, advertising budgets, campaign optimisation and digital marketing techniques.

7. Online Reputation Management and Crisis Communication

- Monitoring organisational reputation, responding to negative publicity and managing digital communication crises.
- Developing crisis communication protocols and addressing misinformation, disinformation and online communication risks.

8. Social Media Analytics and Performance Measurement

- Using social media analytics tools to monitor audience behaviour, engagement, reach and campaign performance.
- Establishing key performance indicators (KPIs), interpreting digital communication data and preparing performance reports.

9. Digital Communication Ethics, Cybersecurity and Governance

- Understanding data privacy, cybersecurity, copyright, digital communication ethics and regulatory compliance.
- Developing organisational social media policies, account security procedures and responsible digital communication practices.

10. Practical Social Media Management and Digital Communication Project

- Developing a comprehensive social media strategy, content calendar and integrated digital communication campaign.
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Presenting campaign plans, evaluating performance indicators and developing an actionable organisational implementation plan.

Training Methodology

The course combines interactive presentations, practical exercises, case studies, group discussions, AI-powered demonstrations and hands-on digital communication projects.

Target Participants

Communication Officers, Public Relations Officers, Social Media Managers, Marketing Professionals, Digital Communication Specialists, Media Officers, Corporate Affairs Professionals, NGO Communication Officers and other professionals responsible for organisational communication.

Training Provider: Magna Skills Website: www.magnaskills.com

Target Audience

This short course is aimed at internal auditors, with or without formal qualifications or experience in auditing, who work in an internal audit environment

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Social Media Management and Digital Communication
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____