

Advanced Social Media Training

Media Skills & Public Relations (PR)

Course Overview

Social Media: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Social Media
- Apply practical tools and techniques for Social Media in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Social Media in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Social Media in today's organisation
2. Key concepts and the language of Social Media
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Social Media with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
26 to 30 Oct 2026	Johannesburg	\$1,550
2 to 6 Nov 2026	Durban	\$1,450
9 to 13 Nov 2026	Accra	\$1,450
16 to 20 Nov 2026	Online	\$750
23 to 27 Nov 2026	Lagos	\$1,550
30 Nov to 4 Dec 2026	Pretoria	\$1,395

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.