Advanced Social Media Training

Media Skills & Public Relations (PR)

Course Overview

Advanced Social Media Training: 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 Advanced Social Media
- Apply practical tools and techniques for Advanced Social Media in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Advanced 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: Advanced Social Media in today's organisation
2. Key concepts and the language of Advanced 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 Advanced 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)
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**

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