

Community Management and Brand Advocacy on Social Platforms

Sales and Marketing

Course Overview

Community Management and Brand Advocacy on Social Platforms: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa...

What You Will Achieve

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

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Community Management and Brand Advocacy on Social Platforms: principles, terminology and context
2. The business case: why Community Management and Brand Advocacy on Social Platforms matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
19 to 23 Oct 2026	Online	\$700
26 to 30 Oct 2026	Pretoria	\$1,395
9 to 13 Nov 2026	Windhoek	\$1,450

16 to 20 Nov 2026	Dar es Salaam	\$1,450
30 Nov to 4 Dec 2026	Gaborone	\$1,550
7 to 11 Dec 2026	Kigali	\$1,650

LTC Consultants

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