Garnet
Garnet Global Training Center

GGT-MD-122

Media, Journalism & Digital Content

Social Media Management for Organisations

إدارة وسائل التواصل للمؤسسات

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (management)**

Overview

Social Media Management for Organisations equips managers and specialists to plan, organise and control this area of work, set targets and measure results. Programs for newsrooms, communication teams and content creators. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Set up and run Social Media Management for Organisations as a managed process with clear roles.
- Plan resources, budgets and schedules realistically.
- Define KPIs and build simple dashboards for management.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.

Who should attend

Journalists, media officers, content creators and spokespersons. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

Key topics

- Storytelling and structure
- Writing for media
- Visual and video content
- Media ethics and law
- Audience analytics
- On-camera skills

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Social Media Management for Organisations: the management framework

- On-camera skills
- Regional and international case studies

Day 2 Planning, resources and budgets

- Storytelling and structure
- Writing for media

Day 3 Performance measurement and control

- Visual and video content
- Checklists and templates to take away

Day 4 Risk, compliance and improvement

- Media ethics and law
- Group discussion and peer review

Day 5 Management case study and action plan

- Audience analytics
- Measurement and reporting

10-day outline

Day 1 Social Media Management for Organisations: the management framework

- On-camera skills
- Regional and international case studies

Day 2 Planning, resources and budgets

- Storytelling and structure
- Writing for media

Day 3 Performance measurement and control

- Visual and video content
- Checklists and templates to take away

Day 4 Risk, compliance and improvement

- Media ethics and law
- Group discussion and peer review

Day 5 Management case study and action plan

- Audience analytics
- Measurement and reporting

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Hands-on workshop on a workplace challenge

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Common mistakes and how to avoid them

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
21–25 Feb 2027	5-day classroom	Cairo	English	4,750
12–16 Apr 2027	5-day classroom	Kuala Lumpur	English	4,750
17–28 May 2027	10-day classroom	Dubai	English	8,950
20–24 Dec 2027	5-day online	Live online	English	2,950
17–28 Jan 2028	10-day classroom	Geneva	English	8,950
10–14 Apr 2028	5-day classroom	Barcelona	English	4,750
2–6 Jul 2028	5-day classroom	Manama	Arabic	4,750
4–15 Sep 2028	10-day online	Live online	English	5,450
19–23 Feb 2029	5-day classroom	Istanbul	English	4,750

Dates	Format	City	Language	Fee (USD)
11–15 Jun 2029	5-day online	Live online	English	2,950
16–27 Sep 2029	10-day classroom	Muscat	English	8,950
15–19 Oct 2029	5-day classroom	Abu Dhabi	English	4,750
14–18 Jan 2030	5-day classroom	Barcelona	English	4,750
6–17 May 2030	10-day online	Live online	English	5,450
1–5 Jul 2030	5-day classroom	Istanbul	English	4,750
10–21 Nov 2030	10-day classroom	Jeddah	English	8,950

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/