



Digital Communication and Social Media Strategy Course: Brand Voice, Content and Measurement



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Introduction:

Digital communication and social media strategy, covering brand voice, content and measurement, is a 1-week course for corporate communications, digital, social media and brand staff in companies and public bodies, ending with a Digital Communication Plan for the organisation's own channels. Many organisations post across several platforms without a shared purpose, consistent voice or evidence of what the effort achieves. Nominees already create or approve content for websites and social accounts, and teaching is by case study on real channel data, posts and brand guidelines. CoreConcept Training Center delivers this digital communication and social media strategy course.

Course Objectives:

- Audit the organisation's digital channels and set communication objectives linked to organisational goals
- Define audience personas and assign each website, social platform, email and messaging channel a clear role
- Apply brand voice and visual identity guidelines to platform-specific content formats
- Plan content pillars and an editorial calendar, and run community management and moderation to agreed rules
- Measure reach, engagement, sentiment and share of voice with the AMEC Integrated Evaluation Framework and report results
- Set digital governance covering approvals, account security, social media policy and employee advocacy

Target Audience:

- Corporate communications staff responsible for the organisation's messages across digital channels
 - Social media staff responsible for publishing, community management and moderation
 - Digital and web content staff responsible for websites, newsletters and messaging channels
 - Brand staff responsible for applying identity guidelines to digital content
 - Communication analysts responsible for monitoring, listening and performance reporting
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Course Outline:

Day 1: Digital Communication Landscape and Channel Audit

- Digital Channel Audit of Website, Social and Messaging Accounts
- Communication Objectives Linked to Organisational Goals
- Audience Research and Persona Development Methods
- Platform Landscape and Algorithm Behaviour Overview
- Competitor and Peer Benchmarking of Digital Presence

Day 2: Strategy, Brand Voice and Measurement Frameworks

- Digital Communication Strategy Template and Channel Roles
- Brand Voice Guide and Tone Rules by Platform
- Visual Identity Guidelines Applied to Digital Formats
- AMEC Integrated Evaluation Framework for Digital Objectives
- KPI Selection for Reach, Engagement, Sentiment and Share of Voice

Day 3: Content Planning, Production and Community Management

- Content Pillars and Editorial Calendar Planning
- Short Video, Carousel and Thread Content Formats
- Copywriting and Headline Techniques for Social Platforms
- Community Management Playbook and Moderation Rules
- Paid Amplification Basics and Audience Targeting Settings

Day 4: Listening, Governance and Problem Cases

- Social Listening Setup and Sentiment Analysis
- Approval Workflows and Social Media Policy Drafting
- Account Security, Access Control and Impersonation Response
- Employee Advocacy Guidelines and Spokesperson Accounts
- Negative Comment Escalation and Reputation Issue Handling

Day 5: Case Study Work and the Digital Communication Plan

- Public Service Campaign Case Study Channel and Content Plan
 - Corporate Brand Relaunch Case Study Voice and Visual Rules
 - Industrial Company Case Study Listening and Issue Response
 - Measurement Dashboard Build and Monthly Report Template
 - Digital Communication Plan Completion and Peer Review
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Skills You Will Gain:

- Digital Channel Auditing
- Audience Persona Development
- Brand Voice Application
- Editorial Calendar Planning
- Community Management
- Social Listening
- Communication Measurement
- Digital Governance

Why Attend This Course:

- Present a Digital Communication Plan with channel roles, brand voice guide, editorial calendar, governance rules and measurement dashboard to the head of communications
- Decide which channels, formats and content pillars deserve effort and which accounts to merge or close
- Avoid inconsistent messages, off-brand posts, unanswered comments and compromised accounts that damage the organisation's reputation
- Guide colleagues and content contributors on the voice rules, calendar, moderation playbook and reporting format practised in the case studies

Conclusion:

Back at work, the participant gives the Digital Communication Plan to the head of communications, the brand owner and the teams who publish on the organisation's channels. They use it to agree channel roles, the content calendar, approval rules and the measures reported each month. After the first quarter, the organisation should compare engagement, sentiment and share of voice with the baseline in the plan and adjust channels and content pillars that have not performed.

Frequently Asked Questions FAQ:

What should participants know before a digital communication and social media strategy course?

Participants should already create, publish or approve content for an organisation's website or social accounts. Bringing recent channel statistics, sample posts and the current brand guidelines helps them apply the case studies to their own organisation.

How does a digital communication and social media strategy course differ from an executive brand management course?

This course is for practitioners who run digital channels day to day: planning content, applying brand voice, moderating communities and measuring results. Executive brand management courses focus on brand positioning and portfolio decisions taken by senior leaders.

How is success measured in digital communication and social media strategy?

Success is measured against objectives set in advance, using outputs such as reach, outtakes such as engagement and sentiment, and outcomes such as changes in awareness or behaviour. The AMEC Integrated Evaluation Framework gives a structured way to link these measures to organisational goals.

What do participants take back from the digital communication and social media strategy course?

Participants take back a Digital Communication Plan with a channel audit, audience personas, brand voice guide, editorial calendar, moderation playbook, governance rules and a measurement dashboard, ready to present to their head of communications.
