CONCEPT

Digital Marketing and Communication Training: Social Content and Engagement Measurement



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Introduction:

Digital Marketing and Communication Training: Social Content and Engagement Measurement is a 3-day course for communication officers, social media and content staff, marketing coordinators and public relations teams, ending with a Digital Content Calendar and Monthly Engagement Report. Many organisations post daily across social platforms, websites and newsletters, yet cannot say which messages reached their audiences or changed anything, because content is planned post by post and reported as follower counts. Nominees already publish or coordinate digital content and practise in labs using native platform analytics. CoreConcept Training Center delivers this digital marketing and communication course.

Course Objectives:

- Audit the organisation's digital channels and define audience segments and key messages for each
- Plan content pillars and platform-native formats and schedule them in an editorial content calendar
- Handle comments, messages and complaints on digital channels using a response matrix and escalation rules
- Calculate engagement rate by reach and by impressions and read native analytics on social platforms
- Apply the AMEC Integrated Evaluation Framework to separate outputs, outtakes and outcomes in reporting
- Produce a Digital Content Calendar and Monthly Engagement Report for an organisational channel

Target Audience:

- Communication and media officers responsible for organisational announcements and news on digital channels
- Social media and content staff responsible for writing, designing and publishing posts
- Marketing coordinators responsible for promoting products, services or events online
- Public relations and corporate communication staff responsible for reputation and stakeholder messages
- Customer engagement staff responsible for answering comments and direct messages

Course Outline:

Day 1: Digital Communication Foundations and Measurement Models

- Digital Channel Audit of Social, Website, Email and Messaging
- Audience Segments and Key Message House for Digital Channels
- AMEC Integrated Evaluation Framework Outputs, Outtakes and Outcomes
- Barcelona Principles 3.0 for Meaningful Communication Measurement
- Engagement Rate by Reach and by Impressions Calculations

Day 2: Content Planning, Community Management and Platform Analytics

- Content Pillars and Platform-Native Formats for Each Channel
- Editorial Content Calendar and Scheduling Tool Workflow
- Email Newsletter Structure, Subject Lines and Open Rates
- Community Management Response Matrix and Escalation Rules
- Meta Business Suite and LinkedIn Native Analytics Reading

Day 3: Analytics Lab and the Monthly Engagement Report

- Content Performance Analysis of a Multi-Sector Account Sample
- Top and Bottom Post Comparison With Content Adjustments
- Comment Theme and Sentiment Review From Social Listening Data
- Thirty-Day Digital Content Calendar Build for an Own Channel
- Monthly Engagement Report and Content Calendar Completion

Skills You Will Gain:

- Digital Channel Auditing
- Key Message Development
- Content Calendar Planning
- Platform-Native Content Formats
- Community Response Handling
- Engagement Metrics Calculation
- Communication Evaluation Reporting
- Social Listening Interpretation

Why Attend This Course:

- Deliver a Digital Content Calendar and Monthly Engagement Report to the head of communication or marketing manager
- Decide which content pillars and formats to expand or drop, based on engagement rate rather than follower counts
- Prevent unanswered complaints and inconsistent replies from escalating into public reputation issues
- Equip colleagues with a shared calendar template, response matrix and engagement rate sheet

Conclusion:

Back at work, the participant presents the Digital Content Calendar and Monthly Engagement Report to the head of communication or marketing manager, who uses them to approve next month's content mix and agree which channels need more effort or less. Customer service and public relations colleagues can use the response matrix to keep replies consistent. After the first month of use, the unit should compare engagement rates by pillar and format with the baseline, retire weak formats and update the calendar for the following month.

Frequently Asked Questions FAQ:

What should participants know before a digital marketing and communication course?

Participants should already publish, coordinate or approve content on at least one organisational channel and have access to its native analytics. Bringing recent posts, a newsletter and a month of channel statistics makes the lab work directly relevant to their own organisation.

How does a digital marketing and communication course differ from a digital marketing strategy course?

A digital marketing strategy course sets objectives, plans channel investment and configures web analytics. This course works on daily practice: planning and publishing content, handling audience responses and measuring engagement with the analytics each platform already provides.

How is engagement rate calculated in digital marketing and communication?

Engagement rate is commonly calculated as total engagements divided by reach, multiplied by 100. Some teams divide by impressions or followers instead, so reports should state which base is used and keep it consistent from month to month.

What do participants take back from a digital marketing and communication course?

Participants take back a Digital Content Calendar for an organisational channel and a Monthly Engagement Report that separates outputs, outtakes and outcomes, together with a response matrix and an engagement rate sheet for future reporting.