Content Marketing and Social Media in Arabic and English: Bilingual Content Planning

7 – 11 June 2027
Amsterdam - Zuidas business district hotel



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Ref: 1222_7047 **Date:** 7 – 11 June 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Technical depth: Practitioner · **Practical mode:** Lab

Introduction

Many organisations publish in Arabic and English yet treat one language as a translation of the other, producing content that reads awkwardly, misses search demand and fails to engage either audience. This Core Concept course gives content and social media teams the planning models, writing techniques and platform tools to produce bilingual content that works natively in each language. Participants work hands on in scheduling, design and analytics tools, using examples from several sectors, and leave with a 90-day bilingual content plan and editorial calendar for their own channels.

Course Objectives

- Audit existing social channels and benchmark them against competitors using share of voice and engagement data
- Plan content with recognised models, including PESO and Hero-Hub-Help, linked to audience personas and business goals
- Write and adapt posts, captions and short-form video scripts in Arabic and English with a consistent brand voice
- Choose between Modern Standard Arabic, local dialect and English for each audience, platform and message
- Publish, moderate and measure content using Meta Business Suite and native platform analytics
- Produce a 90-day bilingual content plan and editorial calendar ready for manager approval

Target Audience

- Marketing and communications staff who create and publish content for organisational channels
- Social media and community staff responsible for daily posting, moderation and replies
- Corporate communications staff preparing announcements and campaigns in two languages
- Content writers and translators moving into marketing and social media work
- Staff in small and mid-sized organisations who run marketing channels alongside other duties

Course Outline

Day 1: Content Marketing and Social Media Foundations

- Content Marketing Landscape Using the PESO Model: Paid, Earned, Shared and Owned
- Platform Audience Profiles: Instagram, TikTok, LinkedIn, X, YouTube and Snapchat
- Bilingual Audience Personas and Language Preference Mapping
- Content Audit Template for Existing Channels
- Competitor Social Benchmarking with Share of Voice Metrics

Day 2: Content Strategy Frameworks and Bilingual Standards

- Documented Content Strategy Using the Content Marketing Institute Approach
- Hero-Hub-Help Content Planning Model
- Brand Voice and Tone Guide in Arabic and English
- Modern Standard Arabic Versus Local Dialect: Register Selection Matrix
- Transcreation Brief Versus Translation Brief

Day 3: Creating and Publishing Content

- Copywriting Formulas: AIDA and Problem-Agitate-Solve in Both Languages
- Right-to-Left Visual Layout with Canva Templates
- Short-Form Video Scripting and Storyboards for Reels and TikTok
- Arabic and English Keyword Research with Google Trends and Search Console
- Scheduling and Publishing in Meta Business Suite

Day 4: Risk, Disclosure and Performance Optimisation

- Influencer and Sponsored Content Disclosure under the ICC Advertising and Marketing Communications Code
- Accessible Social Content: Alt Text and Captions Aligned to WCAG 2.2
- Community Management Response Matrix and Escalation Paths
- Social Media Crisis Scenarios: Mistranslation and Cultural Missteps
- Reach, Engagement and Conversion Analysis in Native Platform Insights

Day 5: Lab Practice and the Bilingual Content Plan

- Hospitality Brand Case: Launch Campaign in Arabic and English
- Public Service Awareness Case: Adapting One Message for Two Audiences
- Content Pillar and Editorial Calendar Build in a Shared Planner
- 90-Day Bilingual Content Plan Drafting
- Peer Review of Sample Posts Against the Brand Voice Guide

Skills You Will Gain

- Bilingual Copywriting
- Transcreation
- Editorial Calendar Planning
- Short-Form Video Scripting
- Community Management
- Social Media Analytics
- Arabic Search Optimisation
- Visual Content Design

Why Attend This Course

- Return to work with a 90-day bilingual content plan and editorial calendar built for your own channels
- Write each message in the right register for its audience instead of translating it word for word
- Handle comments, complaints and sensitive topics in both languages with a clear response matrix
- Take away sample posts, scripts and templates already reviewed by peers from other sectors

Conclusion

Bilingual content performs when each language is planned and written for its own audience rather than translated after the fact. This course moves from auditing channels and understanding platforms, through content strategy models and register choices, to writing, designing, publishing and measuring content in both languages. The final day turns this practice into a 90-day bilingual content plan and editorial calendar that participants take back to their teams, giving them a working routine for the months of publishing that follow.