

Social Media Strategy and Public Relations



CPT04H

Problem background

Today, online communication is an essential requirement of many organisations. However, increasingly, companies are making headlines for inappropriate online communication. In some cases a wrongly handled customer complaint, can easy become viral with catastrophic effects for the organisation. Yet, social media is an essential tool for many organisations and opting out is not an option.



Experienced and qualified tutors



Blended Learning with free access to e-Learning content even after successful course completion



Customized courses to address organization specific management and market segment

MECB Corporate Training Division is supported by a team of experienced and highly qualified educators. Our team is trained to MSc or PhD level, and is supported with pedagogic formation. This ensures that our clients receive the right knowledge, in the right format, to help them effectively exploit the acquired skills in a short timeframe.



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Our Offer

- 10 hours duration course;
- Training will cover:
 - Designing and implementing a social media strategy;
 - Effective public relations on social network and crisis management;
 - Reputation management;
 - Collecting social insights and measurement tools;
 - Integrating social media communication in the marketing mix
- Insight into best practices.