

Social Media Management + Content Creation Professional Program

Duration: 3 Months (12 Weeks)

Mode: Physical & Virtual



Summary

Master how to plan, design, shoot, edit, analyze, and manage brand pages like a pro — combining strategy, creativity, and storytelling the Cirvee way.

Course Overview

The **Cirvee Social Media Management + Content Creation Program** is designed for the next generation of digital creators — those who don't just post, but perform results.

Over 12 intensive weeks, you'll learn to handle every stage of brand communication — from strategy and analytics to visual design, storytelling, and video production. You'll manage real brands, create campaigns, design visuals, shoot short-form videos, and analyze data to understand what truly works.

You'll master industry tools such as **Zoho Socials**, **Meta Business Suite**, **Canva**, **CapCut**, **ChatGPT**, and **Google Sheets**, and learn to think like both a content strategist and a creative director.

By the end of this program, you'll have a complete creative portfolio — including campaign decks, edited videos, analytics reports, and brand audits — proving that you can manage, create, and grow any brand online with confidence.

Modules Overview

01. Understanding Social Media Management

Explore roles, platforms, and content types. Analyze how Nigerian brands use tone, visuals, and storytelling.

02. Strategy & Page Audit (Cirvee Style)

Learn brand strategy, tone of voice, and competitor benchmarking through social media audits.

03. Content Calendar & Canva Design

Develop monthly content calendars and create visuals using Canva and Zoho Socials.

04. Community Management & Brand Alignment

Master brand communication, DMs, and comment etiquette while creating engagement guides.

05. Paid Advertising Basics (Meta Ads)

Master brand communication, DMs, and comment etiquette while creating engagement guides.

06. Analytics & Reporting

Measure performance with insights and create monthly reports using Google Sheets.

07. Client & Account Management + UGC Collaboration

Handle client onboarding, manage multiple pages, and collaborate with UGC creators.

08. Campaign Development & Presentation

Combine audit, strategy, visuals, and analytics into a full campaign project presentation.

09. Creative Foundations & Storytelling

Learn how to plan, write, and structure content ideas that tell powerful brand stories.

10. Visual Design & Canva Mastery

Design single posts, carousels, and stories while building custom brand kits.

11. Video Content Creation & UGC Production

Shoot, edit, and produce short videos and user-generated content using CapCut.

12. Batch Production & Final Campaign Project

Plan, film, and present a 1-minute brand campaign video with visual assets and captions.

Career Opportunities

After this program, you can work as a:

Social Media Manager

Digital Marketing Assistant

Content Creator

Brand Strategist

Campaign Manager

UGC Creator / Creative Producer



Stay Cirvee Tip

"A full-stack creator doesn't just post — they plan, produce, and perform results."

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