



# 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.

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- 02. Strategy & Page Audit (Cirvee Style)**  
Learn brand strategy, tone of voice, and competitor benchmarking through social media audits.

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- 03. Content Calendar & Canva Design**  
Develop monthly content calendars and create visuals using Canva and Zoho Socials.

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- 04. Community Management & Brand Alignment**  
Master brand communication, DMs, and comment etiquette while creating engagement guides.

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- 05. Paid Advertising Basics (Meta Ads)**  
Master brand communication, DMs, and comment etiquette while creating engagement guides.

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- 06. Analytics & Reporting**  
Measure performance with insights and create monthly reports using Google Sheets.

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- 07. Client & Account Management + UGC Collaboration**  
Handle client onboarding, manage multiple pages, and collaborate with UGC creators.

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- 08. Campaign Development & Presentation**  
Combine audit, strategy, visuals, and analytics into a full campaign project presentation.

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- 09. Creative Foundations & Storytelling**  
Learn how to plan, write, and structure content ideas that tell powerful brand stories.

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- 10. Visual Design & Canva Mastery**  
Design single posts, carousels, and stories while building custom brand kits.

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- 11. Video Content Creation & UGC Production**  
Shoot, edit, and produce short videos and user-generated content using CapCut.

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- 12. Batch Production & Final Campaign Project**  
Plan, film, and present a 1-minute brand campaign video with visual assets and captions.

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## 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




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## Stay Cirvee Tip

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

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## Visit Us

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 "Cirvee" on google map

 [www.cirvee.com](http://www.cirvee.com)

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