

Social Media Management Program



Duration: 2 Months (8 Weeks)

Mode: Physical & Virtual



Summary

Learn how to manage, grow, and analyze brand pages like a pro — from content planning to running ads and building communities that truly connect.

Course Overview

The **Cirvee Social Media Management Program** is designed for creatives and marketers who want to turn social media skills into real results. Over 8 weeks, you'll learn how to build and manage brand pages with confidence — creating strategies, designing posts, running ads, and interpreting analytics like a professional.

Every class blends theory and practice, with hands-on projects that reflect real Nigerian and global brands. You'll perform social media audits, create content calendars, run ad simulations, and even present full campaign projects by the end of the course.

Using tools like **Zoho Socials, Meta Business Suite, Canva, ChatGPT, and Google Sheets**, you'll become equipped to manage brands, agencies, or personal pages strategically — turning followers into loyal fans and engagement into growth

Modules Overview

01. Understanding Social Media Management

Discover what a social media manager does, explore key platforms, and analyze Nigerian brand pages.

02. Strategy & Page Audit (Cirvee Style)

Develop brand strategies, set goals, and perform audits with side-by-side competitor comparisons.

03. Content Calendar & Canva Design

Build a 1-month content calendar, schedule posts, and design visuals using Cirvee's style guide.

04. Community Management & Brand Alignment

Learn how to maintain tone, respond professionally, and handle feedback like a brand voice expert.

05. Paid Advertising Basics (Meta Ads)

Understand ad objectives, targeting, budgeting, and how to interpret ad analytics.

06. Analytics & Reporting

Track growth, engagement, and performance using insights and Cirvee's reporting templates.

07. Client & UGC Collaboration

Master client onboarding, manage multiple accounts, and coordinate user-generated content ethically.

08. Final Campaign & Presentation

Present a full campaign project — strategy, content, visuals, and analytics — in a professional deck.

Career Opportunities

After this program, you can work as a:

Social Media Manager

Digital Marketing Assistant

Community Manager

Brand Content Executive

Online Engagement Specialist

Social Media Strategist



Stay Cirvee Tip

"You don't just manage pages — you shape how brands are seen online."

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