



# MASTER YOUR DIGITAL SKILLS

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**Social Media Management for  
SMEs: a practical approach  
with Canva**

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Data Analytics, data literacy & data driven decisions

*Training provider's name*



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# COURSE OVERVIEW

This course offers practical guidance for SMEs in navigating social media. Participants will explore platform essentials, crafting engaging content with Canva, and strategic scheduling techniques. By course end, attendees will be equipped to enhance their online presence effectively.



## OUR GOALS

1. Participants will acquire fundamental skills in managing social media for Small and Medium Enterprises (SMEs). They will learn to develop an effective online presence, create engaging content using Canva, and implement practical social media management strategies to enhance visibility and interaction with their target audience.

# COURSE DESCRIPTION

**Social Media Management for SMEs: a practical approach with Canva**  
Participants will acquire fundamental skills in managing social media for SMEs. They will learn to develop an effective online presence, create engaging content with Canva, and implement practical social media management strategies to enhance visibility and interaction with their target audience.

- 1. Introduction to Social Media for SMEs**
  - Overview of major social media platforms: Facebook, Instagram, Twitter, LinkedIn.
  - Identification of target audience for each platform.
- 2. Key Elements of a Successful Post**
  - In-depth analysis of crucial elements of an effective post: images, text, call-to-action.
  - Practical tips for creating engaging content suitable for the target audience.
- 3. Content Creation with Canva**
  - Introduction to Canva for designing compelling posts.
  - Use of pre-designed templates and customization.
- 4. Content Planning and Scheduling on Platforms**
  - Utilization of internal scheduling tools of social media platforms.
  - Creation of a simplified editorial calendar.

5.



# COURSE INFO

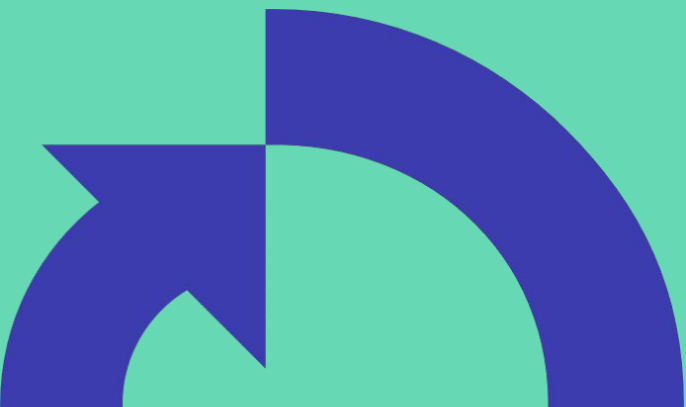
<b>Location</b>	<b>Online – <a href="#">CSC Platform</a></b>
<b>Date</b>	<b>03.04.2024</b>
<b>Time</b>	<b>always available</b>
<b>Duration</b>	<b>4 hours</b>
<b>Cost</b>	<b>Free</b>



# Rosalia Argano

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# Level Up



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