

## Week 1: Social Listening & Competitor Analysis (Understanding the Landscape)

- **Learning:**

- Introduction to social listening tools and techniques.
- Understanding how to identify relevant keywords and hashtags.
- Analyzing competitor social media strategies, including content, engagement, and audience.
- Sentiment analysis basics.

Tutorial Video :  **Social Media Listening, What, Why + How**

- **Practical Application (Afriment Task):**

- "Conduct a social listening audit of Afriment and its 3 main competitors for the week.
- Identify key trends, competitor strengths and weaknesses, and public sentiment.
- Create a report outlining your findings, including recommendations for Afriment's social media strategy based on your analysis."

- **Deliverables:** Social listening report, competitor analysis document, sentiment analysis summary.

## Week 2: Content Creation & Storytelling (Crafting Engaging Narratives)

- **Learning:**

- Principles of effective content creation for different social media platforms.
- Storytelling techniques for social media.

- Visual content creation basics (image and video editing).
- Copywriting for social media.

**Tutorial Video** [▶ How to Actually Become a Content Creator in 2025 | Step-by-Step...](#)

- **Practical Application (Afriment Task):**
  - "Develop a storytelling-focused content plan for Afriment, highlighting user success stories and the platform's impact.
  - Create 3 social media posts (mix of images, videos, and text) that tell a compelling story about an Afriment user's experience.
  - Create a 1 minute video that shows the benefits of using Afriment."
- **Deliverables:** Content plan, 3 social media posts, 1 minute video.

### **Week 3: Community Management & Engagement (Building Relationships)**

- **Learning:**
  - Best practices for community management on social media.
  - Responding to comments and messages effectively.
  - Handling negative feedback and resolving customer issues.
  - Strategies for increasing engagement and fostering a positive online community.

**Tutorial video:** [▶ Top Tips for Responding To Social Media Comments](#)


[▶ How to Effectively Handle a Negative Comment on Social Media](#)

- **Practical Application (Afriment Task):**

- "Monitor Afriment's social media channels for a specific period (e.g., daily for 3 hours).
- Engage with followers, respond to comments and messages, and address any customer inquiries.
- Create a document outlining frequently asked questions and standardized responses.
- Create a plan on how to increase engagement on afriments linked in page."
- **Deliverables:** Community engagement report, FAQ document, engagement plan.

#### **Week 4: Social Media Analytics & Reporting (Measuring Success)**

- **Learning:**
  - Key social media metrics and how to track them.
  - Using social media analytics tools (platform-specific and third-party).
  - Creating social media reports and presenting data insights.
  - Understanding of how to create a social media dashboard.

**Tutorial Video:**  [Social media analytics and reporting | Google Digital Marketing & ...](#)

- **Practical Application (Afriment Task):**
  - "Analyze Afriment's social media analytics for the past month.
  - Create a comprehensive report outlining key metrics, trends, and insights.
  - Develop a social media dashboard to track key performance indicators (KPIs).
  - Present your findings and recommendations for improvement to the team."

- **Deliverables:** Analytics report, social media dashboard, presentation.