



CERTIFICATE IN SOCIAL MEDIA BRANDING: FROM IMAGE SHAPING TO CONTENT CREATION

 **Dates: November 5, 6, 12, 13, 19, 20, 2024 & December 3, 2024**

 Time : 5h30-8h30 (Lebanon Time)

 Number of hours : 20 hours

 **Modality: Online on Zoom**

 **Training Fees: 350\$**



Mr. Charbel Raji

Talk-show Host and Media and Communications expert with over 15 years of extensive experience in advocacy, public affairs and external relations across the US, Europe and the Middle East. United Nations Spokesperson for over 10 years and trainer on media speaking, online media, multimedia marketing campaigns, reputational risk and emergency preparedness. Advisor to high-profile personalities and private sector companies and expert in crisis management, consensus building, corporate and crisis communication.

LEARNING OUTCOMES

By the end of this training program, participants will be able to:

1. Manage social media pages and campaigns: ethical compliance and platforms characteristics.
2. Master branding development: vision, mission and balancing online privacy with public presence
3. Develop engaging multimedia content: storytelling tools and techniques
4. Communicate with confidence: shaping the narrative and managing crisis

MODULES

- **Module 1:** Communication Guidelines and Social Media Principles
- **Module 2:** Understanding Digital Platforms
- **Module 3:** Branding and Visual Identity
- **Module 4:** Content Creation & Storytelling
- **Module 5:** Public Speaking and Multimedia Products
- **Module 6:** Crisis Communication and Assessment Project



 **For Registration : click here**