



## Social Media as a Communication Tool

**Presented by the Centre for Communication and Reputation Management (CCRM), University of Pretoria**

The social media landscape is constantly changing and evolving, making it difficult for businesses to keep abreast of the ever-increasing number of strategies, channels and approaches that are at the disposal of the modern social media communications practitioner. Considering this complexity, it's no wonder South African businesses are not utilising the full potential of social media in order to drive real business ROI and real-world impact.

The **Social Media as a Communication Tool** short course is ideal for communication experts or business leaders with a more traditional background that are eager to understand how social media supports a broader communication ecosystem. This course will also be of great value to communication practitioners that have some experience with digital channels, but are looking for a course that can bring them up to speed on the latest trends and best practice application of social media communications.

### Course content

- The South African social media landscape and 2019 trends
- The building blocks of a social media business offering
- Social media communications strategy
- Social media channel approach (roles, approach etc.)
- Social media measurement framework development
- Social media content strategy and operationalisation
- Social media community management
- Social listening (Online Reputation Management)
- Social paid media
- Influencer-led social media communications

### Learning outcomes

After successfully completing this course, you will be able to

- identify the building blocks that make up a business's social media communication presence
- navigate the current South African social media landscape, including key approaches and channels (Facebook, Twitter, Instagram, YouTube etc.)
- compile a high level social media business strategy that drives real business ROI
- understand all the different specialties and skillsets required to effectively manage a brand's social media channels
- compile a high level social media measurement framework and reporting structure
- comprehend the importance of high quality and objective-aligned social media content
- understand how social media activities can complement and be supported by other digital, as well as traditional communications channels
- grasp the importance of effective social media community management and social media customer service
- understand the crucial role of social listening in effective online reputation management
- differentiate between paid, organic and earned social media reach/initiatives
- develop a high level influencer-led social media communications approach, and
- successfully strategise, plan and execute a highly considered

social media communication approach that drives real business results.

### Who should enrol?

This course is ideal for you if you are a traditional communication practitioner, business leader, manager or digital communication practitioner looking to upskill yourself in the latest social media trends and best practice approaches.

### Course fees

**R5 500.00 (VAT incl.) per delegate**

Course fees include all course material for use during contact sessions.

**Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to [enrolments@enterprises.up.ac.za](mailto:enrolments@enterprises.up.ac.za).**

### Accreditation and certification

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### Registration and enrolments

#### Course coordinator

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#### Course presenter

Dr Ewoudt Cloete  
 Social Media Strategist

Dr Cloete has over 10 years' of direct social media agency experience and has implemented social media strategies for brands such as Coca-Cola, Nando's, Jaguar, PlayStation and Microsoft, to name a few. He completed his PhD in Communication Studies, with his thesis focusing on organisational structuring considerations of professional social media.

#### Course leader

Dr Estelle de Beer  
 Department of Communication Management  
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