

# Social Media Management Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

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## Course Overview

The Social Media Management Course at GIDM is a **practical, job-oriented program** focused on managing brand presence, content, communities, and performance across social media platforms. This course trains students to handle **day-to-day social media operations, content calendars, client accounts, and reporting** used by agencies and businesses.

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## What You Will Learn

- Social media platform management fundamentals
  - Content planning, scheduling & publishing
  - Community management & brand communication
  - Social media tools & workflows
    - n- Performance tracking & reporting
  - Client handling, processes & career readiness
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## Detailed Course Modules

### Module 1: Introduction to Social Media Management

- Role of a social media manager
  - Difference between SMM & management
  - Brand presence & online reputation
  - Social media policies & guidelines
  - Career opportunities
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### Module 2: Platforms & Account Setup

- Facebook Page management
- Instagram business profiles
- LinkedIn company pages
- YouTube channel basics
- Twitter (X) & other platforms overview

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## **Module 3: Content Planning & Calendars**

- Understanding audience & brand tone
  - Content types (posts, reels, stories)
  - Monthly content calendar creation
  - Content themes & campaigns
  - Approval & workflow process
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## **Module 4: Content Creation Basics**

- Visual content basics
  - Caption writing & hashtags
  - Canva for social media creatives
  - Short video content basics
  - Brand consistency
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## **Module 5: Posting, Scheduling & Tools**

- Best posting times
  - Scheduling tools overview
  - Meta Business Suite usage
  - Automation basics
  - Cross-platform posting
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## **Module 6: Community & Reputation Management**

- Handling comments & messages
  - Customer engagement techniques
  - Managing reviews & feedback
  - Crisis handling basics
  - Brand voice & etiquette
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## **Module 7: Growth & Engagement Strategies**

- Organic growth techniques
- Engagement boosters
- Collaboration & influencer coordination
- Contest & campaign management

- Platform algorithm basics
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## **Module 8: Analytics & Reporting**

- Platform insights & metrics
  - KPIs for social media management
  - Weekly & monthly reports
  - Client-ready reporting formats
  - Performance improvement actions
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## **Module 9: Client Handling & Agency Workflow**

- Client onboarding process
  - Brief understanding & documentation
  - Task management tools
  - Coordination with designers & ads team
  - Deliverables & timelines
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## **Module 10: Career, Freelancing & Portfolio**

- Social media manager portfolio
  - Freelancing platforms overview
  - Pricing & packages
  - Resume & interview preparation
  - Career roadmap
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## **✂ Practical Training & Projects**

- Brand social media page management
  - Monthly content calendar project
  - Posting & engagement activity
  - Community handling task
  - Analytics & reporting project
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## **Certification & Career Support**

- Industry-recognized certification

- Internship assistance
  - Resume & interview preparation
  - Freelancing & client handling support
  - 100% placement support
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## Frequently Asked Questions (FAQs)

### **Q1. Who can join this course?**

Students, job seekers, freelancers, and business owners.

### **Q2. Is this different from SMM?**

Yes, it focuses on daily management, operations, and client handling.

### **Q3. Is this course practical?**

Yes, includes real page handling and reporting.

### **Q4. Will I get placement support?**

Yes, GIDM provides internship and placement assistance.

### **Q5. Can I work as a social media manager after this course?**

Yes, this course prepares you for agency and in-house roles.

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## **Become a Professional Social Media Manager with GIDM**

Learn to manage brands, communities, and performance with real-world skills.

