

Social Media Management Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

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.

What You Will Learn

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

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

Module 2: Platforms & Account Setup

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

Module 3: Content Planning & Calendars

- Understanding audience & brand tone
- Content types (posts, reels, stories)
- Monthly content calendar creation
- Content themes & campaigns
- Approval & workflow process

Module 4: Content Creation Basics

- Visual content basics
- Caption writing & hashtags
- Canva for social media creatives
- Short video content basics
- Brand consistency

Module 5: Posting, Scheduling & Tools

- Best posting times
- Scheduling tools overview
- Meta Business Suite usage
- Automation basics
- Cross-platform posting

Module 6: Community & Reputation Management

- Handling comments & messages
- Customer engagement techniques
- Managing reviews & feedback
- Crisis handling basics
- Brand voice & etiquette

Module 7: Growth & Engagement Strategies

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

- Platform algorithm basics

Module 8: Analytics & Reporting

- Platform insights & metrics
- KPIs for social media management
- Weekly & monthly reports
- Client-ready reporting formats
- Performance improvement actions

Module 9: Client Handling & Agency Workflow

- Client onboarding process
- Brief understanding & documentation
- Task management tools
- Coordination with designers & ads team
- Deliverables & timelines

Module 10: Career, Freelancing & Portfolio

- Social media manager portfolio
- Freelancing platforms overview
- Pricing & packages
- Resume & interview preparation
- Career roadmap

❖ Practical Training & Projects

- Brand social media page management
- Monthly content calendar project
- Posting & engagement activity
- Community handling task
- Analytics & reporting project

🎓 Certification & Career Support

- Industry-recognized certification

- Internship assistance
- Resume & interview preparation
- Freelancing & client handling support
- 100% placement support

❓ 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.



Become a Professional Social Media Manager with GIDM

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

