

<b>Training Title</b>	Online Communication and social media Skills
<b>Trainer</b>	<i>Dr. Sajida El Othman</i>
<b>Date &amp; Time</b>	<b>Date: May, 19-20-21 2026</b> <b>Time: 13:30 - 17:30 PM</b>
<b>Venue</b>	<b>Lebanese Training Center</b> – Sanayeh, CCIAB Bldg. – 6 <sup>th</sup> Floor
<b>Target Audience</b>	Youth, early-career professionals, aspiring entrepreneurs, and small business owners seeking to enhance their professional communication and digital marketing skills.
<b>Outline</b>	<p>Day 1: Professional Communication &amp; Online Presence (4 Hours)</p> <ul style="list-style-type: none"> <li>• Session 1: Foundations of Professional Communication</li> <li>• Session 2: Building a Strong Online Presence</li> </ul> <p>Day 2: Content Creation &amp; Social Media Tools for Work (4 Hours)</p> <ul style="list-style-type: none"> <li>• Session 3: Digital Content Creation</li> <li>• Session 4: Social Media Tools for Work</li> </ul> <p>Day 3: Social Media Advertising &amp; Strategy (4 Hours)</p> <ul style="list-style-type: none"> <li>• Session 5: Introduction to Social Media Ads</li> <li>• Session 6: Creating Effective Social Media Ad Campaigns</li> </ul> <p>Wrap-up &amp; Final Q&amp;A (30 Minutes)</p>

**Learning Outcomes**

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

1. Communicate professionally through digital platforms using appropriate tone, structure, and formatting.
2. Create clear business emails, reports, and online messages.
3. Develop and optimize a professional online presence, including LinkedIn profiles.
4. Design branded digital content using accessible design tools.
5. Use social media platforms strategically for career and business growth.
6. Plan, create, and manage social media advertising campaigns.
7. Analyze engagement metrics and optimize digital marketing efforts for improved results.