

Training Title	Winning Online: Communication & Social Media Mastery
Trainer	<i>Dr. Sajida El Othman</i>
Date & Time	Date: September 23, 2026 Time: 9:00 AM – 4:00 PM
Venue	Lebanese Training Center – Sanayeh - CCIAB Bldg. -6TH Floor
Target Audience	Youth, early-career professionals, aspiring entrepreneurs, and small business owners seeking to enhance their professional communication and digital marketing skills.

Outline

Kick-off · Your Digital First Impression (20 min)

- Welcome, objectives & “Google yourself” icebreaker
- Live audit: what your online presence says about you in 7 seconds
- Setting personal goals for the day

Module 1 · Communicate Like a Pro Online (70 min)

Write messages that get read, respected and answered.

- Tone, structure & etiquette across email, WhatsApp Business, Slack & DMs
- The anatomy of a persuasive business email: subject lines that get opened
- Using AI assistants (ChatGPT, Gemini) to draft, polish & translate — without losing your voice
- Activity: rewrite a “bad email” challenge with peer review

Module 2 · Build a Personal Brand That Opens Doors (70 min)

Turn your profiles into a 24/7 ambassador for your career or business.

- Defining your brand: niche, voice & value proposition in one sentence
- LinkedIn power hour: headline, banner, about section & Featured content that convert
- Consistency across platforms: Instagram, TikTok, X & Google presence
- Activity: live LinkedIn profile makeover — before & after

Module 3 · Content Creation Lab (70 min)

Create branded, scroll-stopping content — no design degree required.

- Visual storytelling basics: hooks, formats & the 3-second rule
- Hands-on with Canva & Magic Studio: templates, brand kits & AI design tools
- Short-form video essentials: filming with your phone, editing in CapCut, captions & trends
- Lab: each participant produces one post + one reel concept for their own brand

Module 4 · Social Media Strategy & Smart Tools (70 min)

Stop posting randomly — start posting strategically.

- Choosing the right platforms for your goals & audience
- The 80/20 content mix & building a 2-week content calendar
- Scheduling & workflow tools: Meta Business Suite, Buffer & native schedulers

- Reading your numbers: reach, engagement & follower quality — what actually matters
- Activity: draft your own one-page content strategy

Module 5 · Social Media Ads Crash Course (50 min)

Make every dollar work: from boosted posts to real campaigns.

- Organic vs. paid: when (and when not) to advertise
- Boost button vs. Meta Ads Manager — targeting, objectives & budgets that fit small businesses
- TikTok & Instagram ad formats that perform in 2026
- Measuring ROI: cost per result, A/B testing & avoiding common money-wasters
- Demo: building a mini campaign live, step by step

Wrap-Up · Your 30-Day Action Plan (20 min)

- Each participant commits to 3 concrete actions for the next 30 days
- Final Q&A, resource pack & tool cheat-sheet
- Certificates & group photo

Learning Outcomes	<u>By the end of this training, participants will be able to:</u> • By the end of this one-day intensive, participants will be able to: • Communicate professionally and persuasively across digital platforms, with the right tone, structure and etiquette. • Use AI writing tools responsibly to draft clear business emails, messages and posts faster. • Build and optimize a stand-out personal brand and LinkedIn presence. • Design branded posts and short-form videos using Canva, CapCut and AI-powered creative tools. • Develop a simple, realistic content strategy and two-week content calendar. • Launch and manage a basic social media ad campaign with the right objective, audience and budget. • Read engagement and ad metrics to keep improving results over time.
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