

Course designation

Social Media Management

Scope

Proposal to strengthen the training offer of the Higher School of Technology of Abrantes (ESTA), of the Polytechnic Institute of Tomar (IPT), through the micro-credentialing course in Social Media Management, from the perspective of operational application in the current context of Organizations. In this sense, the present proposal for the creation of the course Social Media Management, with 3 ECTS, corresponding to a total of 81 hours of work, of which 25 are contact hours, is submitted.

Context

The management of different social media platforms within the scope of the Prevention and Rescue System is fundamental. For the message to be effective, conveying credibility and trust to the population, it is necessary to know the target audience to be reached, the specificities of each platform, and the best way to organize the message so that it not only reaches the recipient but is also effective.

Target Audience

Representatives of public or private entities, with functions in the area of institutional communication and Public Relations; commanders, leaders, and coordinators of institutions that are part of the National Civil Protection System.

Places

The maximum number of places is 20 (twenty). This micro-credentialing will only operate with a minimum of 10 (ten) enrolled participants.

Curriculum Structure

1. What are Social Networks
2. The specificities of different platforms
3. Social Networks as a Communication tool
4. Strategic Planning in Social Networks
5. Strategies to reach the target audience
6. Structuring content
7. Creating effective messages
8. Creating engagement



Proposal for Training

Page 1 de 1

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ESTT

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Course training area (CNAEF): 310

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1. Objectives

Equip participants with detailed knowledge about the specificities of each social network, its management, and the optimized organization of messages so that they reach the target audience and are effective.

Duration of the course: 81 total hours, with 25 contact hours

2. Career opportunities

3. Target audience

Representatives of public or private entities, with roles in institutional communication and Public Relations.

Commanders, leaders, and coordinators of institutions that are part of the National Civil Protection System.

Other candidates interested in this area.

Notes:

Possibility of operating in a face-to-face format.

Date: 15/03/2023

Signature: