

**Engage and
elevate your
brand.**

Social Media for SMEs

Program Overview

Equip your team with the skills to dominate social media. This program emphasizes practical strategies to **enhance brand presence, engage with audiences, and drive results across platforms.** Leverage content creation, analytics, and other tools for business growth.

Learning Outcomes

By the end of the program, participants will be able to:

1. **Craft and execute** a holistic social media strategy
2. **Engage** your audience with platform-tailored content
3. **Analyze** performance data to inform decision-making
4. **Leverage** advertising tools for targeted campaigns



Program Details

Core Workshop

Social Essentials

Asynchronous Learning

Content +

- Access to a library of content creation tools and resources
- Strategies for video, images, and text
- Scheduling and automation best practices

Building Your Brand Online

Morning Session

- Identifying target audiences and platform selection
- Content planning for maximum engagement
- Brand voice and consistency across channels

Engaging Your Audience

Afternoon Session

- Tools and techniques for compelling content
- Real-time engagement strategies
- Managing and responding to feedback positively

Insights through Analytics

Morning Session

- Understanding dashboards across platforms
- Measuring engagement, reach, and conversion
- Using data to refine social media strategy

Amplifying Your Reach

Afternoon Session

- Introduction to social media advertising platforms
- Targeting and retargeting strategies for ads
- Budgeting and maximizing return on investment

Reinforcement Workshop Ads and Analytics





What Are You Waiting For?

Transform your social media from routine postings to strategic engagements.

Contact OEG today.



Interactive sessions, engaging content creation workshops, data-driven strategy development, and insights into advertising efficacy



Location

Workshops either online via OEG's eCampus or in-person at OEG offices



Participants

Minimum of 6 participants



Duration

12 weeks
20 hours of live instruction



Resources

Ongoing social media operational support throughout the program



Cost

\$8,000 per participant (Fully grant eligible)



Certification

OEG Certificate of Completion and LinkedIn badge



Unlock Your Team's Potential

Employers need the right mix of skills to maximize productivity and profitability.

We're here to make that happen.



Target Skills Based on Today's Job Market Data, Not Yesterday's Trends



Soft Skills Leadership

Develop capable leaders who influence, innovate, and inspire.



Modern Workplace Culture

Equip your team to excel in remote and hybrid work settings.



AI for Everyone

Don't get left behind in an increasingly AI-driven business environment.

Transform Your Workforce

Knowing that talent and skills are important is one thing.
Knowing what to do and how to go about it is another.
We provide the guidance and resources you need.

**Start with one of our core programs
(fully-funded for small businesses)**