



Consulting and Training | Reach New Heights

Course Name

Digital Communication for Social Media Analytics

Sector Name

Interpersonal Skills and Self Development

Document Type

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Digital Communication for Social Media Analytics

Course Introduction

Digital communication has become a central component of organizational visibility, reputation, and engagement. Social media platforms are no longer used only for publishing content—they are powerful sources of data that provide insights into audience behavior, sentiment, and communication effectiveness.

Developed by **Boost**, this course is designed to equip professionals with the skills required to analyze social media data and use insights to enhance digital communication strategies. The program focuses on understanding digital audiences, measuring engagement, evaluating content performance, and translating analytics into informed communication decisions.

Through practical tools, real-life examples, and hands-on analysis, **Boost's Digital Communication for Social Media Analytics** course enables participants to move beyond intuition and manage digital communication using data-driven approaches that improve reach, relevance, and impact.

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Target Audience

- ✓ Digital communication and social media professionals
- ✓ Marketing and communication officers
- ✓ Public relations and media teams
- ✓ Content creators and community managers
- ✓ Professionals responsible for digital engagement and reporting

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Learning Objectives

- ✓ Understand the role of analytics in digital communication strategy
- ✓ Analyze social media performance using key metrics and indicators
- ✓ Measure audience engagement and content effectiveness
- ✓ Interpret data to improve communication decisions and messaging
- ✓ Monitor trends, sentiment, and digital reputation
- ✓ Develop data-informed recommendations for social media communication

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Digital Communication for Social Media Analytics

Course Outline

✓ DAY 01

Digital Communication and the Role of Analytics

Module 1: Digital Communication in the Social Media Era

- ✓ Evolution of digital communication
- ✓ Role of social media in organizational communication
- ✓ Differences between traditional and digital communication
- ✓ Importance of data-driven communication

Module 2: Introduction to Social Media Analytics

- ✓ What social media analytics are and why they matter
- ✓ Types of data available on social platforms
- ✓ Overview of common analytics tools and dashboards

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Course Outline

✓ Day 02

Audience Insights and Engagement Measurement

Module 3: Understanding Digital Audiences

- ✓ Audience demographics and behavior analysis
- ✓ Identifying audience needs and interests
- ✓ Mapping audience journeys across platforms

Module 4: Measuring Engagement and Interaction

- ✓ Engagement metrics (reach, impressions, clicks, interactions)
- ✓ Evaluating audience response and participation
- ✓ Identifying high-performing and low-performing content

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Course Outline

✓ Day 03

Content Performance and Communication Effectiveness

Module 5: Content Analysis and Performance Evaluation

- ✓ Measuring content effectiveness across formats
- ✓ Timing, frequency, and platform optimization
- ✓ Comparing organic vs. paid performance

Module 6: Data-Driven Content Improvement

- ✓ Using analytics to refine messaging
- ✓ A/B testing concepts for digital content
- ✓ Turning performance data into actionable insights

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Course Outline

✓ Day 04

Sentiment, Trends, and Digital Reputation

Module 7: Sentiment Analysis and Public Perception

- ✓ Understanding sentiment and tone
- ✓ Monitoring conversations and feedback
- ✓ Identifying risks and opportunities in digital dialogue

Module 8: Trend Analysis and Social Listening

- ✓ Tracking trends and emerging topics
- ✓ Social listening tools and techniques
- ✓ Using trends to inform communication planning

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Course Outline

✓ Day 05

Reporting, Strategy, and Decision-Making

Module 9: Building Reports and Dashboards

- ✓ Selecting relevant KPIs for communication goals
- ✓ Creating clear and meaningful reports
- ✓ Visualizing data for management and stakeholders

Module 10: Using Analytics to Drive Communication Strategy

- ✓ Translating insights into strategic decisions
- ✓ Improving campaigns based on data findings
- ✓ Continuous improvement in digital communication
- ✓ Ethical use of data and privacy considerations

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 18, 2027	Jan. 22, 2027	5 days	4250.00 \$	UAE , Dubai
April 12, 2026	April 16, 2026	5 days	4250.00 \$	KSA , Dammam
Aug. 3, 2026	Aug. 7, 2026	5 days	2150.00 \$	Virtual , Online
Dec. 14, 2026	Dec. 18, 2026	5 days	5950.00 \$	USA , Los Angeles

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