Training Course on Leveraging Social Media for School-Community Relations

Professional Development Training Course Outline

Category	Educational Leadership and Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s digital era, leveraging social media for school-community relations is not just an option—it’s a strategic necessity. Schools must actively engage with parents, students, alumni, and the wider community using platforms like Facebook, X (Twitter), Instagram, LinkedIn, TikTok, and YouTube. Effective social media use builds brand visibility, fosters transparent communication, strengthens stakeholder trust, and enhances community collaboration. Training Course on Leveraging Social Media for School-Community Relations equips school leaders, educators, and communication teams with the tools and insights to develop a powerful social media strategy that cultivates strong, sustainable relationships with their community.

This comprehensive social media training for education stakeholders emphasizes real-world case studies, best practices, and cutting-edge tools to maximize engagement, address challenges, and measure impact. Participants will learn to navigate digital platforms, create SEO-friendly educational content, manage school reputation online, and build a vibrant, supportive school community in the digital space.

Programme Curriculum

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Course Objectives

1. Understand the importance of social media engagement in school-community relations.
2. Develop a comprehensive social media strategy tailored for schools.
3. Identify the most effective social media platforms for education marketing.
4. Create high-impact visual content and storytelling for school branding.
5. Implement social media content calendars for consistent communication.
6. Measure social media analytics and KPIs to evaluate success.
7. Manage and enhance online reputation and digital presence.
8. Utilize influencer partnerships and alumni networks for community building.
9. Address cybersecurity and data privacy in school social media usage.
10. Conduct crisis communication and online conflict management.
11. Explore social media advertising and promotion techniques for schools.
12. Foster parent, student, and stakeholder engagement via social channels.
13. Stay updated with social media trends and emerging technologies in education.

Target Audience

1. School Principals and Administrators
2. Communication and PR Officers in Education
3. School Social Media Managers
4. Teachers and Educators
5. Education Policy Makers
6. School Marketing Teams
7. Alumni Relations Coordinators
8. Parent-Teacher Association (PTA) Leaders

Course Duration: 5 days

Course Modules

Module 1: Introduction to Social Media for Schools

- Understanding the role of social media in education
- Key platforms and their relevance to school communication
- Benefits of social media for school visibility and reputation
- Challenges and risks in social media use for schools
- Overview of social media policies for education institutions
- **Case Study:** How XYZ School Increased Parent Engagement via Facebook

Module 2: Crafting a Winning Social Media Strategy

- Setting clear social media goals aligned with school objectives
- Identifying and understanding the target audience
- Building a unique school brand voice online
- Creating an actionable social media roadmap
- Tools for scheduling and content management
- **Case Study:** ABC Academy's Strategic Shift to Instagram for Student Recruitment

Module 3: Content Creation & Visual Storytelling

- Principles of creating engaging educational content
- Best practices in video and graphic content for schools
- Storytelling techniques for building emotional connection
- Using student and alumni success stories effectively
- Leveraging user-generated content for authenticity
- **Case Study:** How DEF School Used Storytelling to Boost Alumni Participation

Module 4: Social Media Analytics & Performance Measurement

- Key metrics and KPIs for school social media
- Tools for monitoring social media performance
- Analyzing audience insights to refine strategies
- Tracking engagement rates and conversion metrics
- Reporting and presenting social media impact
- **Case Study:** Monitoring Success: GHI School’s Analytics-Driven Campaign

Module 5: Online Reputation Management & Digital Presence

- Building a positive online presence for schools
- Handling negative reviews and feedback online
- Promoting school achievements and accolades
- Best practices in digital PR for schools
- Safeguarding the school's digital footprint
- **Case Study:** JKL High School’s Approach to Managing Online Reviews

Module 6: Crisis Communication on Social Media

- Developing a crisis communication plan
- Real-time response strategies for online crises
- Maintaining transparency during critical incidents
- Tools for monitoring crisis mentions online
- Post-crisis analysis and recovery
- **Case Study:** How MNO School Managed a Social Media Crisis Effectively

Module 7: Social Media Advertising & Promotions for Schools

- Overview of paid social media advertising for education
- Crafting ad content that resonates with parents and student
- Budgeting for social media ads
- Targeting options and audience segmentation
- Tracking ROI on social media campaigns
- **Case Study:** PQR School’s Successful Facebook Ad Campaign for Open Day

Module 8: Trends, Tools & Future of Social Media in Education

- Emerging social media trends in the education sector
- Innovative tools for content creation and management
- The role of AI in social media for schools
- Exploring AR/VR in educational storytelling
- Continuous learning and social media upskilling
- **Case Study:** STU Academy’s Adoption of TikTok for Gen Z Engagement

Training Methodology

- Interactive lectures with multimedia presentations

- Hands-on practical sessions on social media platforms
- Group discussions and collaborative exercises
- Real-world case study analyses
- Live social media strategy development workshops
- Post-training support and resource sharing

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com