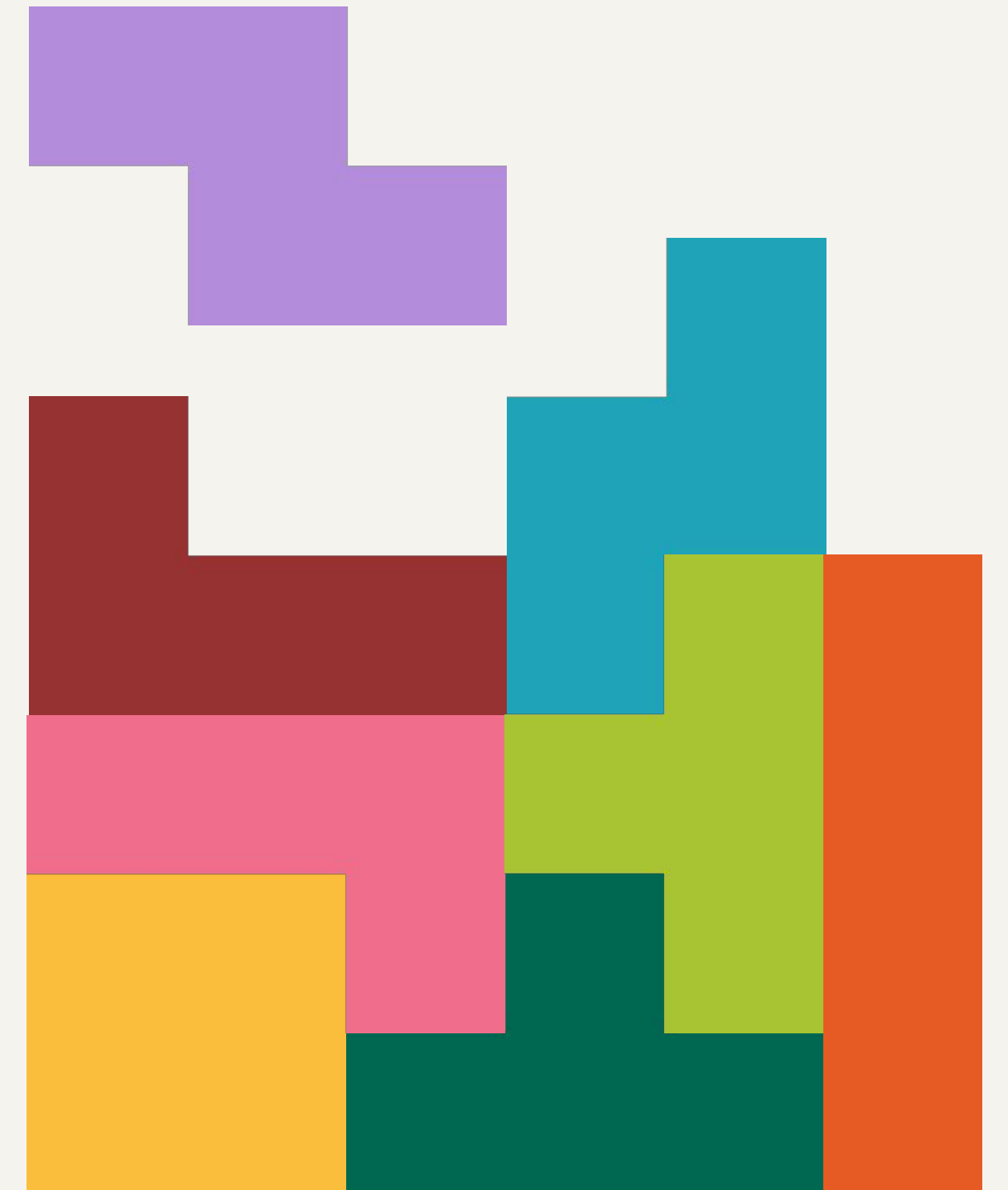


Your Social Media Recipe to Success
A Hands-On Approach to Strategy and Content Creation on Instagram

Structure



Introduction



Imagine a place where theory isn't just words on a page but comes to life through exciting, hands-on experiences.

In our academy, we've decoded the mysteries of ROI, cracked the code for the best social media strategies, and uncovered the secrets behind creating captivating content. It's like having a recipe book for online success! Picture yourself learning by doing, guided by expert mentors who turn every lesson into a story, and every challenge into an opportunity. Start this course today, where each click, like, and share becomes a chapter in your success story.

Intensive Course



Over three weeks, with classes held twice a week (18h total).
Mix of theory and in-class practice + homework and readings.

Week 1

Strategy and
Content Creation

25th and 28th Nov.

Week 2

Design and
Implementation

2nd and 5th Dec.

Week 3

Final Project* and
Feedback

9th and 12th Dec.

*non-compulsory, i.e., not a requirement to receive the accreditation certificate.



Week 1

Monday 25th

3h

Social Media Marketing Strategy & Introduction

What is a SMM strategy and why is important? Instagram strategy and channel creation. Practice.

Thursday 28th

3h

Storytelling and Content Creation Fundamentals

What is storytelling and how to craft yours. Principles of content creation. Practice.



Week 2

Monday 2nd (Dec.)

3h

Design Principles, Tools, and Implementation

What is a visual identity and why is important? Tools and Fundamentals of design. Designing for Instagram. Practice.

Thursday 5th (Dec.)

3h

Implementation Strategy

What is it and why is important? Planning, posting and analytics. Practice.



Week 3

Monday 9th (Dec.)

3h

Final Project

Finishing your project. Personalized feedback.

Thursday 12th (Dec.)

3h

Feedback

Personalized feedback. Open conversation and collaborative learning.
End of course.

The course includes:

- A Workbook with practical social media strategy and content creation exercises you can use in future projects.
- 18 hours of online, dynamic, and interactive class.
- Certificate of Completion accredited by CPD.
- Personalized feedback.
- Design guidelines.



Join the course!

You can reach us through london@digitalsekta.com

Read more about the course at digitalsekta.com/academy

Follow us on [@digitalsektacademy](https://twitter.com/digitalsektacademy)

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