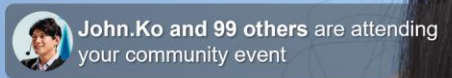


Want to extend your digital reach to a wider audience?

Learn how to develop social media tribes to effectively grow your virtual presence!



Cultivating an online community is key to developing a digital presence for your business – to do so, you'll need to



Effectively utilise various tools to identify social media conversation trends




Moderate content to balance online social mores and community freedom of speech



Organise events for your virtual community with appropriate contents, users and influencers

WE'RE HERE TO HELP!

 Hi there! my name is _____

 To register, contact me at _____

A quality training programme by



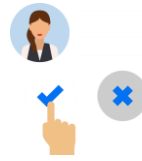
experience the difference
XVEB-TDC-0201-21L17

Join us for our 2 – day

Effective Online Community Development through Key Opinion Leadership Course and learn how to



Identify social media conversation trends and create content briefs using online and offline tools and platforms



Moderate and edit posts to balance online social mores and rights with community freedom of speech



Utilise UI/UX concepts and social media tools to monitor customer social media engagement and analytics



Manage and moderate content across various channels to maintain engaging responsible conversations



Use crisis communication techniques to edit reported and multimedia contents to spur customer engagement



Organise community events with appropriate contents, users and influencers

TSC Title

Community Development – 4

Course Fees and Funding

Full Course Fee (incl. GST)		\$ 856.00
	Subsidy	Fees Payable ^[1]
50% subsidy^[2]	\$ 400.00	\$ 456.00
70% subsidy^[3]	\$ 560.00	\$ 296.00

^[1] Course Fees shown are inclusive of GST

^[2] Applicable for Singapore Citizens & Permanent Residents aged 21 to 39 years

^[3] Applicable for Singapore Citizens aged 40 years old and above / Applicable for SME Employer sponsored SGs or PRs; up to \$4.50/hr Absentee Payroll Funding Support applicable

All information shown is correct at the time of printing. XpRienz reserves the right to make changes at any time without notice in its absolute discretion.

Course Information



Course Code
TGS-2021004917



Course Delivery
e-Learning (EN)



Course Duration
16 hours (2 days)



Funding Validity Period
18 May 2021 – 17 May 2023

CONTACT US to book your slots today!

Call **6438.9693** (XpRienz Hotline)

E-mail **enquiries@xprienz.com**

Training Provider



XPRIENZ PTE. LTD.
UEN 200409177Z