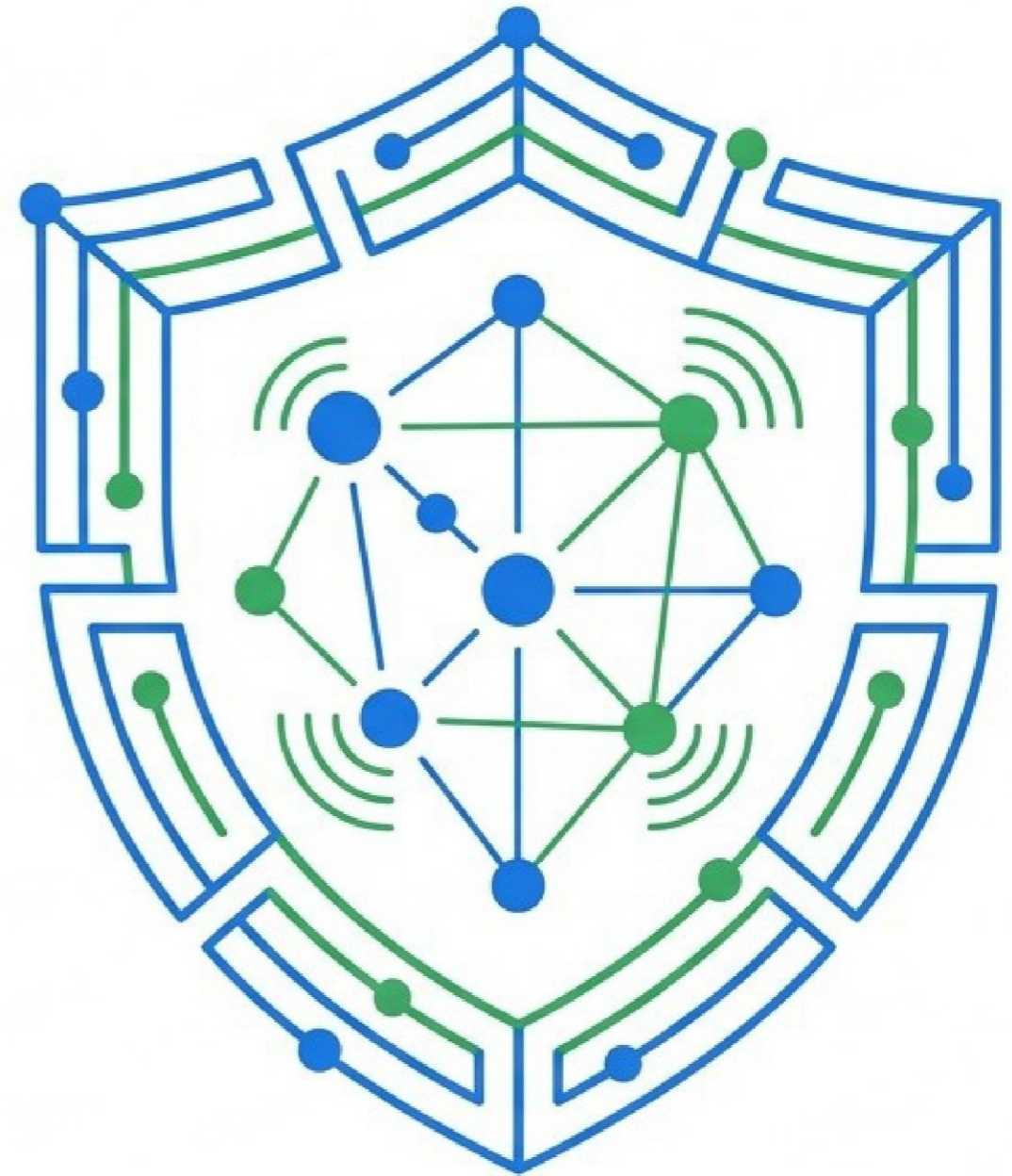


Drive Team Excellence with Social Media Etiquette Corporate Training

Empower your teams to achieve a positive online presence while protecting organizational reputation and navigating platforms responsibly.



The Shift to Strategic Brand Defense



Fragmented Employee Interactions

- Unmonitored communication
- Inconsistent brand voice
- High risk of negative publicity



Edstellar Protocol

- Structured etiquette training
- Compliance awareness
- Proactive crisis management



Unified Corporate Presence

- Resilient brand identity
- Secure information management
- Responsible platform navigation

Operational Learning Parameters



**6 - 8 hrs
Duration**



**Instructor-Led
Group Training**



**Virtual, On-site,
or Off-site**

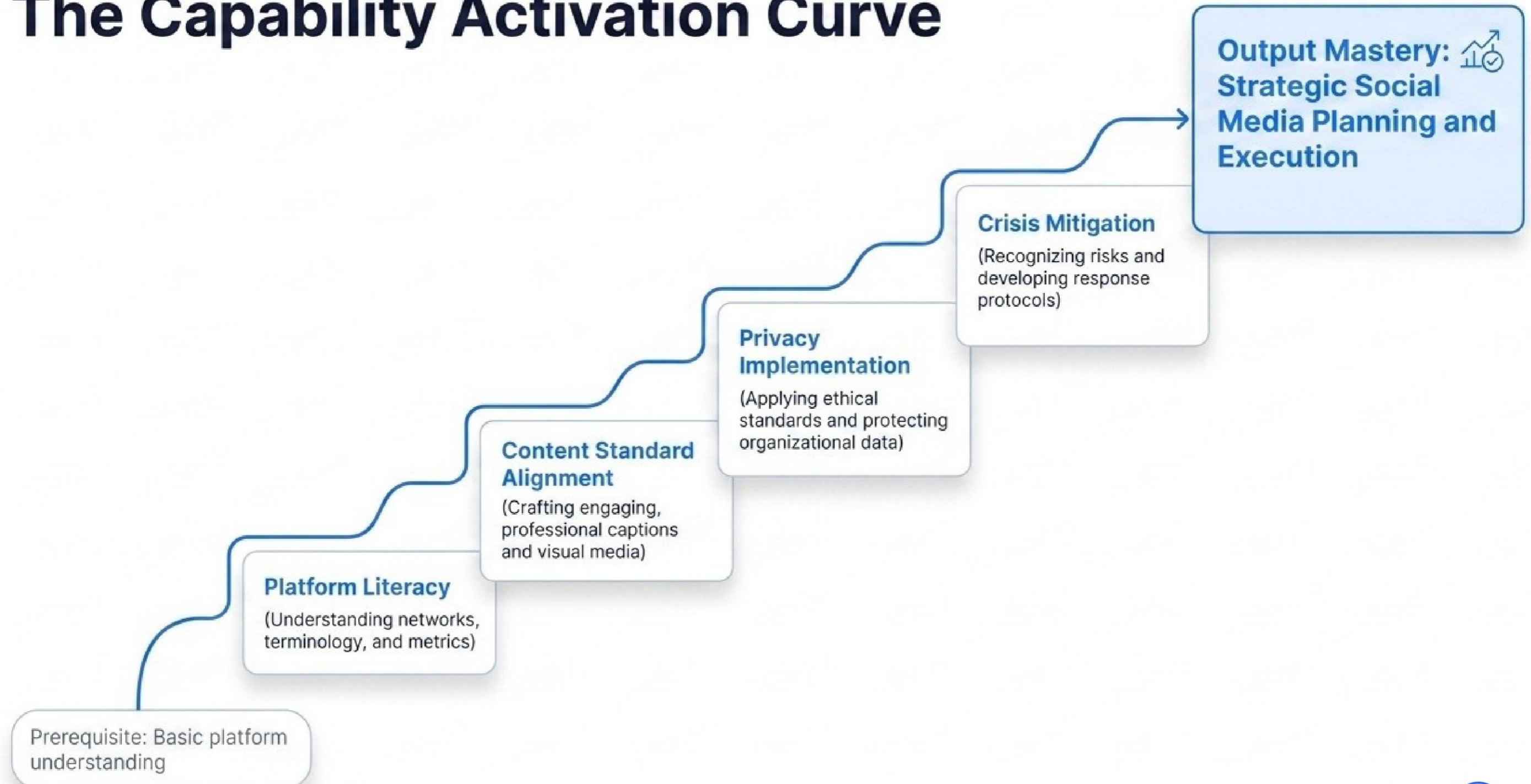


**10,000+ Trainers
Globally**



**Course Completion
Certificate**

The Capability Activation Curve



The Core Learning Framework

Digital Presence Fundamentals

Modules 1 & 2

Master platform dynamics, terminology, and visual content creation strategies to establish a professional baseline.



Community and Customer Engagement

Modules 3 & 6

Build meaningful relationships, manage customer service interactions, and execute data-driven social media strategies.



Enterprise Risk and Compliance

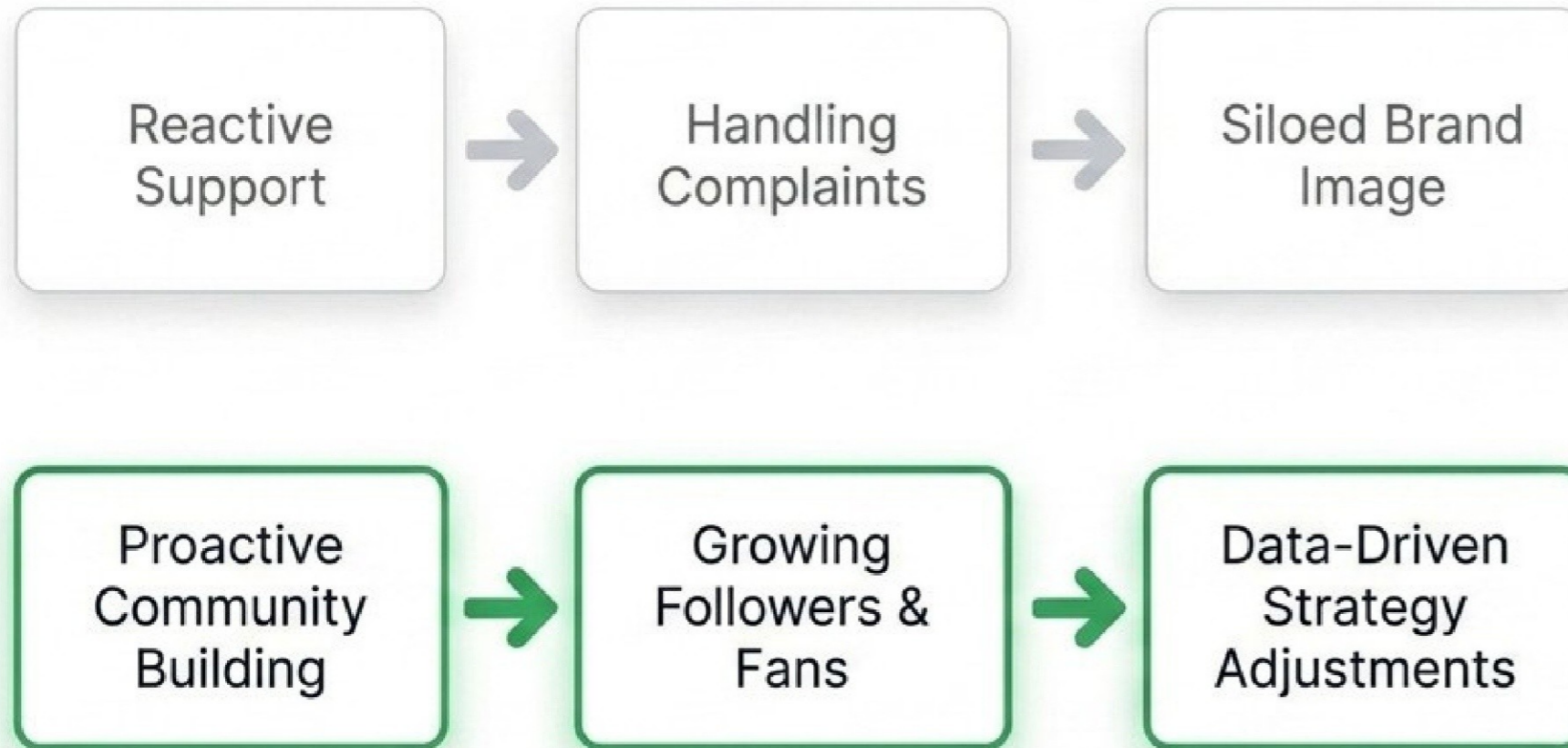
Modules 4, 5 & 7

Navigate legal issues, enforce ethical standards, and implement proactive crisis and risk mitigation protocols.

Phase 1 Digital Presence Fundamentals



Phase 2 Strategic Community Engagement



Content Calendars

(Planning and coordination)



Interactive Formatting

(Driving audience engagement)



Engagement Tracking

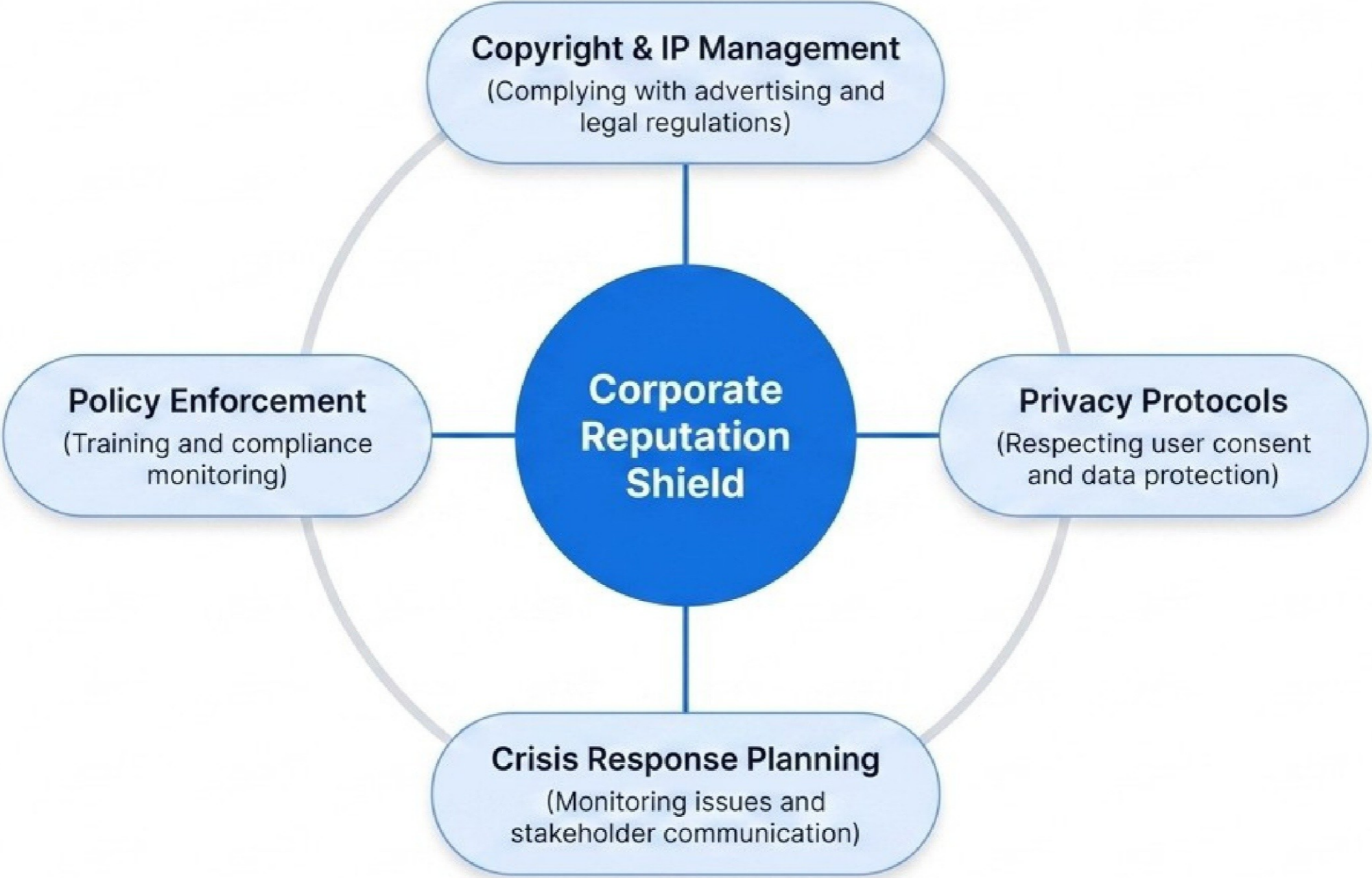
(Measuring success against KPIs)



Sentiment Analysis

(Analyzing audience feedback)

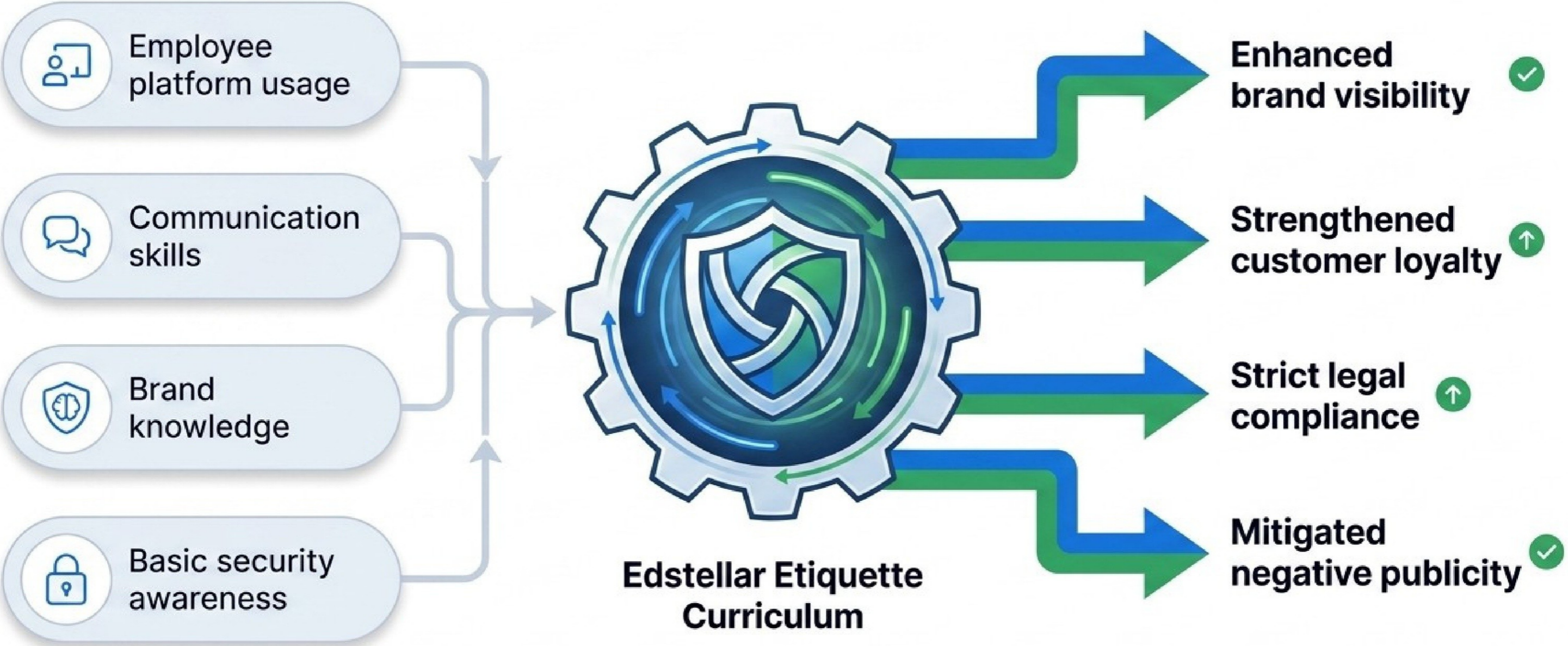
Phase 3 Enterprise Risk and Compliance



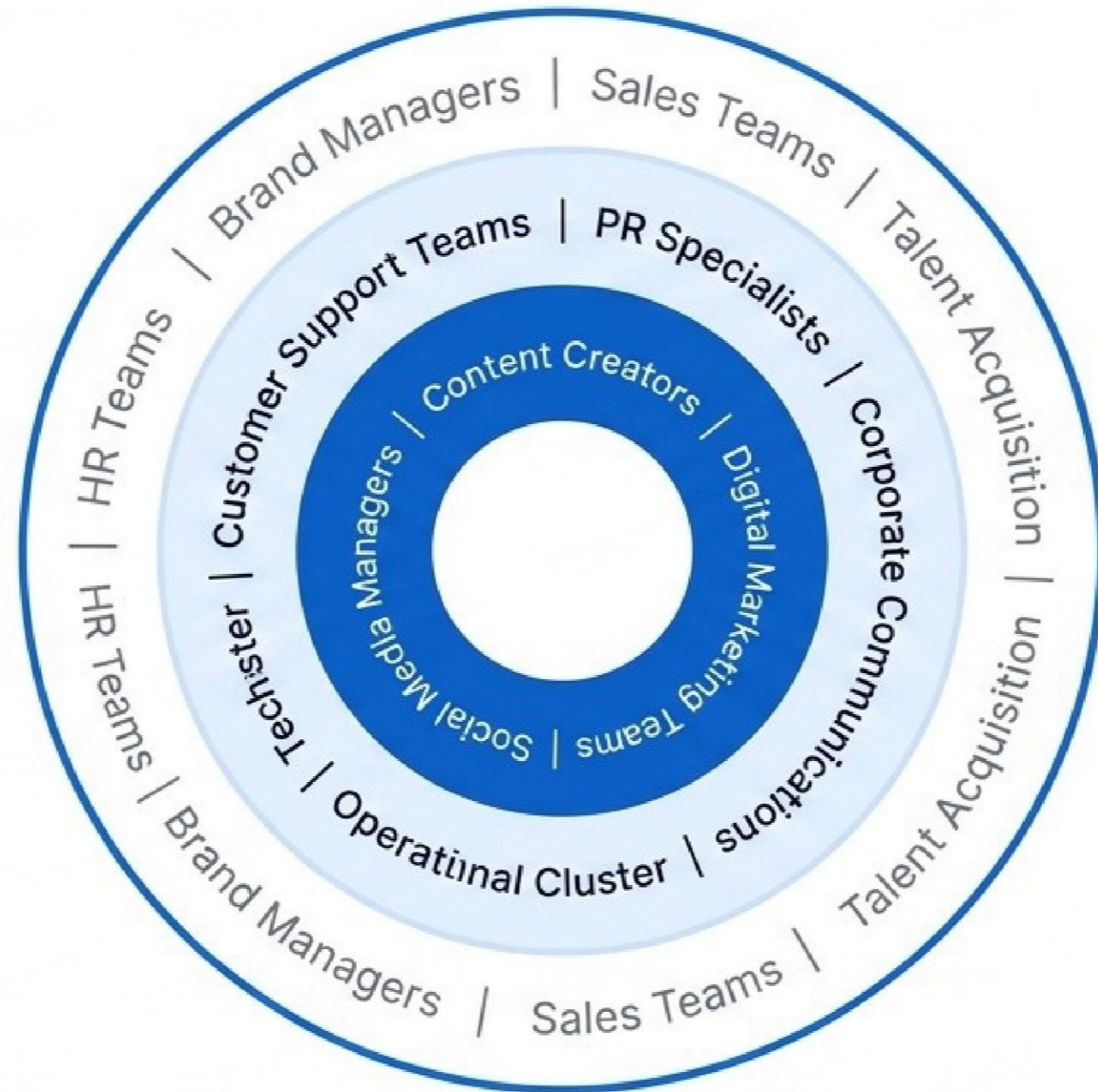
Skill Gap and Impact Matrix

Skill Domain	Target Roles	Organizational Benefit
Fundamentals & Content	Marketing, Comms, Social Media Managers	Enhances brand visibility and maintains a positive online presence.
Engagement & Strategy	Sales, PR, Customer Support Teams	Fosters loyalty, enhances satisfaction, and drives business growth.
Crisis & Compliance	HR, Leadership, PR, Legal Teams	Mitigates negative publicity, ensures regulatory compliance, and protects integrity.

The Organizational Value Engine



Target Audience Alignment



Adaptive Learning Environments



Virtual Live Instructor-Led

- Reach employees globally from various locations.
- Ensure consistent uniform learning outcomes.
- Utilize interactive tools to enhance engagement.



On-site Face to Face

- Tailor the workplace environment to learning requirements.
- Improve team collaboration and knowledge sharing.
- Clarify doubts through direct instructor interaction.



Off-site Face to Face

- Maximize focus in a distraction-free environment.
- Improve team bonding through structured activities.
- Reflect organizational commitment to employee development.

Proof of Impact

Edstellar's Management training programs have greatly improved our teams' ability to lead with clarity, confidence, and operational efficiency. The sessions combine practical leadership frameworks, real-world case studies, and hands-on exercises that strengthen decision-making, cross-functional collaboration, and execution excellence across departments, driving measurable improvements in overall business performance.”

Meera Rao

HR & L&D Head

A Global Services Company

Global Delivery Infrastructure

A light gray world map is visible in the background. Two light blue rounded rectangular callout boxes are positioned in the center. The left box contains the text '100+' and 'Countries Reached'. The right box contains the text '10+' and 'Languages Available', with a list of languages below it.

100+

Countries Reached

10+

Languages Available

(Including English, Español,
普通话, Deutsch, and more)

Secure Your Enterprise Social Presence



Equip your teams with the frameworks to drive brand visibility while mitigating digital risk. Transform your workforce into trusted guardians of your corporate reputation.

edstellar.com | contact@edstellar.com