JUPITER PRIME
Consulting • Training • Advisory
جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

Advanced Digital Media Expert Training Course

11 – 22 July 2027
Dubai

jupiterprime.uk
info@jupiterprime.uk
Registered in the United Kingdom and Saudi Arabia

Advanced Digital Media Expert Training Course

Ref: 457_16506 **Date:** 11 – 22 July 2027 **Location:** Dubai **Fees:** 8000 GBP

Digital Media Expert is a 2-week advanced training course for digital media managers, content strategists and PR digital leads who run an organisation's presence across platforms, and it ends with a Digital Media Playbook covering strategy, content, listening and measurement. Audiences now meet organisations first through feeds, video and search results, so digital channels shape reputation as much as press coverage. Jupiter Prime Training runs this course in its digital PR series.

Why Digital Media Expert Matters Now

Three forces shape digital media work today. Platform algorithms decide who sees content, rewarding short video, conversation and consistency over polished announcements. Creators, employees and communities now carry organisational messages further than official accounts, and they can amplify criticism just as quickly. Executives want proof that digital effort builds trust and action, not only followers. An organisation with expert digital media capability earns attention, reads sentiment early and protects its reputation; one without it posts into silence and reacts late to issues. The course measures outcomes against the AMEC Barcelona Principles 3.0 and uses established listening, content and community management practice.

Who Gains Most from Digital Media Expert

- Digital media leads who set platform strategy and own the content calendar
- Content strategists who plan pillars, formats and production across owned channels
- PR digital leads who connect online activity with media relations and reputation
- Community and social media managers who handle comments, moderation and escalation
- Insight and analytics specialists who build dashboards and report digital outcomes

A communications department that sends its digital lead, content strategist and community manager together gains most, because they leave with one playbook and shared measures.

Digital Media Expert Capabilities

Participants move from posting content to running a measured digital media operation that listens, adapts and protects reputation.

- Design a digital media strategy that sets the paid, earned, shared and owned mix — for communications directors and budget holders
- Build a cross-channel editorial calendar with platform-native formats — for content producers in retail and government services
- Apply social listening to turn conversation spikes into content decisions — for PR and issues teams
- Specify influencer and employee advocacy partnerships with clear terms — for legal, brand and HR colleagues
- Assess digital reputation signals and escalate issues quickly — for leadership and customer service teams
- Calculate outcome indicators on an analytics dashboard — for executives reviewing digital performance

Key Digital Media Expert Terms

- Social listening — monitoring online conversations about an organisation, its sector and issues to inform content and response decisions.
- Content pillars — the few recurring themes that organise an editorial calendar and keep messages consistent across channels.
- Employee advocacy — a structured approach in which staff share approved organisational content through their own networks.
- Community management — the ongoing work of engaging, moderating and supporting the people who interact with an organisation online.
- Retention curve — a chart showing how many viewers remain at each second of a video, used to improve hooks and pacing.
- Engagement rate — interactions such as comments, shares and saves divided by reach or followers, used to compare content performance.

Digital Media Expert Day by Day

Day 1: The Digital Media Landscape

- Platform Ecosystem Map — Where Each Audience Spends Attention
- Algorithmic Distribution Logic — Reach, Ranking and Recommendation Signals
- Digital Audience Personas — Motivations, Habits and Formats
- Owned Media Audit — Website, Newsroom, Channels and Email
- Benchmarking Peer Accounts — Share of Engagement Against Competitors

Day 2: Digital Media Strategy

- Digital Media Strategy Canvas — Goals, Audiences, Channels and Measures
- Paid, Earned, Shared and Owned Mix — Budget Split by Objective
- Funnel Mapping for Reputation and Awareness — Content Per Stage
- Channel Role Definitions — Purpose of Each Platform Presence
- Resource and Workflow Model — In-House, Agency and Creator Roles

Day 3: Content Planning Across Channels

- Content Pillars Framework — Recurring Themes Linked to Strategy
- Editorial Calendar Design — Cadence, Moments and Campaign Bursts
- Platform-Native Adaptation — One Story Shaped for Several Feeds
- Content Brief Template — Message, Format, Call to Action
- Evergreen Versus Reactive Content Ratio — Balancing Planned and Topical Posts

Day 4: Video and Short-Form Content

- Short-Form Video Storyboarding — Hooks in the First Seconds
- Vertical Video Production Kit — Mobile Filming, Lighting and Sound
- Captioning and Accessibility Standards — Reaching Silent and Impaired Viewers
- Live Streaming Planning — Formats, Moderation and Contingencies
- Video Performance Metrics — Retention Curves and Completion Rates

Day 5: Social Listening

- Listening Query Design — Keywords, Exclusions and Languages
- Sentiment Classification Rules — Positive, Negative and Neutral Mentions
- Conversation Driver Analysis — Topics Behind Spikes in Volume
- Competitor and Issue Tracking — Early Signals for Communicators
- Listening Insight Report — Findings Turned Into Content Decisions

Day 6: Influencer and Creator Partnerships

- Creator Selection Scorecard — Audience Fit, Authenticity and Risk
- Influencer Brief and Contract Terms — Disclosure, Usage Rights and Approvals
- Employee Advocacy Scheme Design — Staff as Credible Voices
- Partnership Performance Tracking — Reach, Engagement and Sentiment Shift
- Creator Crisis Scenarios — When a Partner Damages Reputation

Day 7: Community Management

- Community Guidelines Drafting — Acceptable Behaviour and Enforcement
- Response Playbook for Comments — Tone, Speed and Escalation
- Moderation Workflow — Spam, Abuse and Misinformation Handling
- Community Building Rituals — Recurring Formats That Invite Participation
- Handover to Customer Service — Routing Complaints From Social Channels

Day 8: Digital Reputation Monitoring

- Reputation Risk Signals Dashboard — Volume, Sentiment and Reach Thresholds
- Search Results Reputation Review — What Appears for Brand Queries
- Review Platform Management — Responding to Public Ratings
- Misinformation Response Protocol — Verify, Correct and Document
- Escalation Matrix for Digital Issues — Who Decides and How Fast

Day 9: Analytics Dashboards and Measurement

- Digital Measurement Framework — Outputs, Outtakes and Outcomes
- Barcelona Principles 3.0 — Outcome Measures for Digital Communication
- Analytics Dashboard Design — Indicators for Managers and Executives
- Attribution and Campaign Tagging — Linking Content to Actions
- Test-and-Learn Cycle — A/B Testing Formats and Messages

Day 10: Practising the Digital Media Playbook

- Strategy Canvas Review — Testing Goals, Channels and Mix
- Content Sprint — Producing a Short-Form Video Series
- Listening and Monitoring Drill — Responding to a Reputation Spike
- Dashboard Build — Selecting Indicators and Reporting Rhythm
- Digital Media Playbook — Final Version for Leadership Approval

Applying Digital Media Expert After the Course

- Run a social listening set-up for the organisation's top three issues and share a first insight report with the PR team.
- Launch a four-week short-form video series using the content brief template and track retention and engagement on the dashboard.

Digital Media Expert Questions FAQ

What is a Digital Media Expert and why does the role matter now?

A Digital Media Expert plans, produces and measures an organisation's presence across digital platforms. The role matters now because algorithms, creators and communities shape reputation online faster than official statements can.

Which roles gain most from Digital Media Expert training?

Digital media leads, content strategists and PR digital leads gain most. Community managers and analytics specialists also benefit, especially when several members of one communications department attend and build a shared playbook.

How does Digital Media Expert training differ from a social media marketing course?

It links digital channels to reputation and public relations rather than sales alone. You plan strategy, listening, creator partnerships, community management and reputation monitoring, where a marketing course concentrates on paid campaigns and conversions.

What do you bring back from Digital Media Expert training?

You bring back a Digital Media Playbook for your organisation. It sets the channel mix, content pillars, video formats, listening queries, community rules, escalation routes and dashboard indicators your team can use at once.

Digital Media Expert: The Way Forward

The Digital Media Playbook first informs which channels receive budget and production effort in the coming quarter. Digital leads, content producers and community managers use it as their daily operating guide. After the first quarter, revisit the listening insights and dashboard results, because platform algorithms and audience habits shift quickly and the content mix must follow them.