Social Media Analytics and Performance Measurement Training Course

8 – 12 August 2027
Lagos

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Ref: 869_171213 **Date:** 8 – 12 August 2027 **Location:** Lagos **Fees:** 4100 Euro

Overview

Social Media Analytics and Performance Measurement Training Course is a one-week course for digital marketers, social media managers, campaign analysts, and content strategists who leave with a Social Media Performance Decision Pack. Participants connect business goals, platform metrics, campaign tags, audience and content evidence, attribution limits, dashboards, and tests. The course resolves fragmented reporting by establishing comparable definitions and decision rules across organic and paid activity. Agile Leaders Training Center develops social media measurement practice.

Who Should Attend

- Marketing functions responsible for channel objectives, performance indicators, and campaign decisions
- Social media functions responsible for organic and paid reporting across platforms
- Content functions responsible for comparing formats, themes, and audience response
- Campaign analysis functions responsible for tagging, conversion evidence, and attribution
- Management functions responsible for reviewing social media investment and performance

The course assumes participants work with social media reports and campaign objectives; it leaves out content production, community moderation, media buying setup, and advanced statistical modeling.

Departments and Industries

The course supports departments and industries that use social media evidence to guide communication and commercial decisions.

- Marketing, digital communications, brand, and customer experience departments
- Retail, hospitality, professional services, and technology organizations
- Public service, education, healthcare, and nonprofit communication functions
- Agencies, campaign teams, and in-house analytics functions

Learning Objectives

By the end of this course, participants will be able to:

- Build a goal-linked social media measurement plan and metric dictionary.
- Analyze organic, paid, audience, content, and campaign performance.
- Apply campaign tagging and attribution checks to conversion evidence.
- Compare platforms with normalized rates and data-quality controls.
- Evaluate dashboards, tests, and optimization decisions.
- Prioritize actions in a social media performance decision pack.

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Course Agenda

Day 1: Frame Measurement Decisions

- Business Goal and Social Objective Mapping Canvas
- Measurement Funnel and Decision Question Matrix
- Organic and Paid Metric Classification Map
- KPI Definition and Calculation Dictionary
- Baseline, Target, and Reporting Cadence Register

Day 2: Prepare Comparable Social Data

- Platform Data Source and Ownership Inventory
- Campaign UTM Naming Convention Sheet
- Metric Definition Change and Data Quality Log
- Reach, View, Engagement, and Click Rate Calculator
- Cross-Platform Normalization and Comparison Table

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Day 3: Analyze Audiences and Content

- Audience Segment and Growth Diagnostic
- Content Theme and Format Performance Grid
- Posting Pattern and Response Trend Analysis
- Paid and Organic Contribution Comparison
- Outlier, Context, and Interpretation Checklist

Day 4: Connect Campaigns to Outcomes

- Traffic Source Scope and Attribution Map
- Campaign Conversion and Cost Evidence Table
- Attribution Limitation and Assumption Register
- Social Media Dashboard Storyboard
- Test Hypothesis and Optimization Backlog

Day 5: Practice Social Media Decisions

- Exercise: Audit a Social Measurement Plan
- Exercise: Diagnose Metric and Tagging Errors
- Exercise: Compare Audience and Content Results
- Exercise: Review Attribution and Dashboard Evidence
- Capstone: Social Media Performance Decision Pack

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Practical Exercises

The course uses suggested activities based on social media cases from consumer, service, and public communication settings.

- Suggested activity: translate campaign goals into KPIs, formulas, baselines, and decision thresholds.
- Suggested activity: clean cross-platform metrics and document definition or tagging problems.
- Suggested activity: compare content and audience segments while recording context and limitations.
- Suggested activity: present a dashboard finding and place the resulting test in an optimization backlog.

FAQs

Who suits social media analytics and performance measurement training, and what does it assume?

Digital marketing, social media, content, campaign analysis, and reporting functions suit the training. It assumes regular use of platform reports and campaign objectives.

How does social media analytics training differ from digital marketing strategy training?

Social media analytics training focuses on measurement definitions, data quality, comparison, attribution, and evidence-based decisions, while digital marketing strategy training sets wider channel, audience, positioning, and campaign direction.

How should social media metrics be compared across platforms?

Comparable social media analysis uses documented definitions, consistent time windows, normalized rates, source checks, and explicit limitations because platforms may calculate or expose metrics differently.

What role does attribution play in social media performance measurement?

Attribution links campaign interactions to outcomes through tagging and traffic-source evidence, but its assumptions and scope must be documented before credit is used for investment decisions.

How can social media analytics guide optimization tests?

Social media analytics can identify a decision problem, define a testable hypothesis, select a success metric, compare results, and place the evidence-backed action in an optimization backlog.

Conclusion

Participants take back a Social Media Performance Decision Pack containing measurement questions, a metric dictionary, tagging controls, comparison tables, audience and content findings, attribution assumptions, a dashboard storyboard, and a test backlog. It changes disconnected platform reports into a traceable decision process. The pack supports consistent reviews, clearer evidence, and prioritized optimization actions.