

# **AI CONTENT CREATION FOR SOCIAL MEDIA**

Use AI for Strategic and Powerful  
Content Development

***One Day Training Course***



# Course Outline

In today's hyper-competitive digital landscape, social media has become an indispensable channel for brand engagement, customer acquisition, and community building. The demand for high-quality, engaging, and personalized content is escalating rapidly, putting immense pressure on marketing teams to produce more, faster, and more effectively. Artificial Intelligence (AI) is revolutionizing this challenge by offering powerful tools that can streamline content creation, enhance creativity, and optimize performance across various social media platforms.

This comprehensive one-day training program is designed to equip marketing professionals with the knowledge and practical skills to harness the power of AI for social media content creation. Participants will learn how to leverage cutting-edge AI tools to generate compelling copy, develop innovative visual ideas, optimize content for different platforms, and build robust content strategies, ultimately driving greater efficiency, engagement, and ROI in their social media marketing efforts.

The training course lasts one full day starting at 9.30am until 5.00pm, and is inclusive of course materials, certificate, lunch, refreshments and snacks, along with complimentary four week post course support and assistance.

A wi-fi enabled laptop is required for this course along with a basic understanding of ICT and the internet.

## Course Benefits

## Who Should Attend

Following this course, you will be able to:

- Understand the fundamental concepts and applications of Artificial Intelligence in social media marketing.
- Identify and evaluate various AI tools available for content generation, planning, and optimisation across social media platforms.
- Apply prompt engineering techniques to generate high-quality, engaging and brand-aligned social media copy and ideas
- Utilise AI-powered platforms to conceptualise and enhance visual content, including images, graphics and short video scripts.
- Develop an integrated AI-enhanced content strategy that aligns with overall marketing goals and audience segmentation.
- Analyse the performance of AI-generated content and iterate on strategies for continuous improvement.
- Implement ethical considerations and best practices for responsible AI use in content creation to maintain brand authenticity and credibility.

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

# Course Programme

- Introduction to Artificial Intelligence (AI) and Machine Learning (ML) basics for marketers.
- The evolution of social media content and the increasing demand for AI.
- Overview of current AI tools transforming social media marketing (e.g., ChatGPT, Midjourney, Jasper, Copy.ai).
- Benefits of integrating AI: efficiency, scalability, personalisation, and data-driven insights.
- Key challenges and common misconceptions about AI in content creation.
- Ethical considerations and biases in AI-generated content
- Mastering the art of prompt engineering for AI content generators.
- Generating diverse social media post types: captions, headlines, calls-to-action.
- Crafting persuasive ad copy for various platforms (Facebook, Instagram, LinkedIn).
- Using AI to brainstorm content pillars, topic ideas, and campaign themes.
- Tailoring AI outputs for specific platforms and audience segments.
- Techniques for refining and editing AI-generated copy to maintain brand voice.
- Exploring AI tools for image generation and manipulation (e.g., Midjourney, DALL-E, Adobe Firefly).
- Crafting effective prompts for desired visual outcomes and styles.
- AI assistance in developing video scripts, storyboards, and short-form video concepts.
- Repurposing and optimizing existing visual content using AI tools.
- Understanding copyright and licensing considerations for AI-generated visuals.
- Developing a comprehensive AI-enhanced social media content strategy.
- Integrating AI tools seamlessly into existing marketing workflows and content calendars.
- Advanced prompt engineering techniques for iterative content refinement.
- Measuring the performance of AI-generated content: A/B testing and analytics.
- Ensuring brand authenticity and maintaining a human touch with AI assistance.
- Best practices for ethical AI use, data privacy, and avoiding misinformation.
- Future trends in AI for social media marketing and continuous learning resources.

# Instructor

## Abdul Awwal Mahmood



Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

# Registration Form



## AI CONTENT CREATION FOR SOCIAL MEDIA

Use AI for Strategic and Powerful Content Development

**COURSE FEES: RM1,250.00 per delegate**



Charles Mann is an approved training provider and registered with Pembangunan Sumber Manusia Berhad (PSMB). All our courses are claimable through the HRDF scheme. Please contact us for details.

<b>DATE:</b>	
<b>COMPANY / ORGANISATION:</b>	
<b>FULL ADDRESS:</b>	
<b>AUTHORISED BY / JOB TITLE:</b>	
<b>CONTACT NUMBER:</b>	
<b>EMAIL ADDRESS:</b>	
<b>WEBSITE:</b>	

**SELECT DATE:**  Thurs 8<sup>th</sup> Jan 2026  
 Mon 9<sup>th</sup> Feb 2026  
 Thurs 5<sup>th</sup> Mar 2026  
 Tue 7<sup>th</sup> Apr 2026

Thurs 7<sup>th</sup> May 2026  
 Mon 8<sup>th</sup> Jun 2026  
 Tue 7<sup>th</sup> Jul 2026  
 Thurs 6<sup>th</sup> Aug 2026

Mon 7<sup>th</sup> Sep 2026  
 Wed 7<sup>th</sup> Oct 2026  
 Thurs 5<sup>th</sup> Nov 2026  
 Mon 7<sup>th</sup> Dec 2026

	<b>FULL NAME</b>	<b>JOB TITLE</b>	<b>EMAIL</b>
<b>ATTENDEE 1:</b>			
<b>ATTENDEE 2:</b>			
<b>ATTENDEE 3:</b>			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances. For Early Bird rates, full payment must be made one week prior to course date.

Please print and email this form to: [info@charlesmann.com.my](mailto:info@charlesmann.com.my) or call us on 010 425 0886

Alternatively, please post to: 10 Jalan USJ 3/1e, UEP Subang Jaya, Selangor 47600

Payment can be made direct into our CIMB account:

CIMB Bank, Account No. 8002037568

Charles Mann Solutions Sdn Bhd