



UWI

ST. AUGUSTINE
CAMPUS

FACULTY OF
SOCIAL SCIENCES

THE BUSINESS DEVELOPMENT UNIT

FACULTY OF SOCIAL SCIENCES

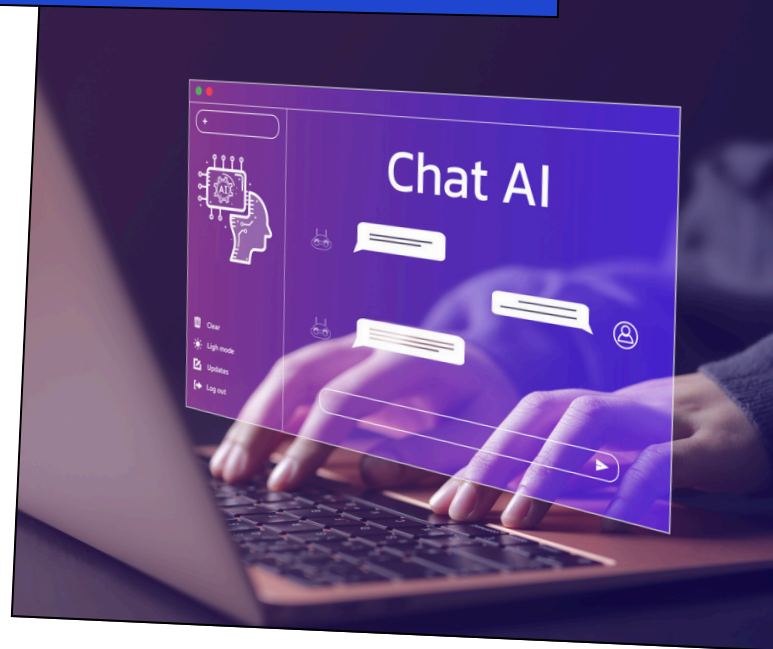
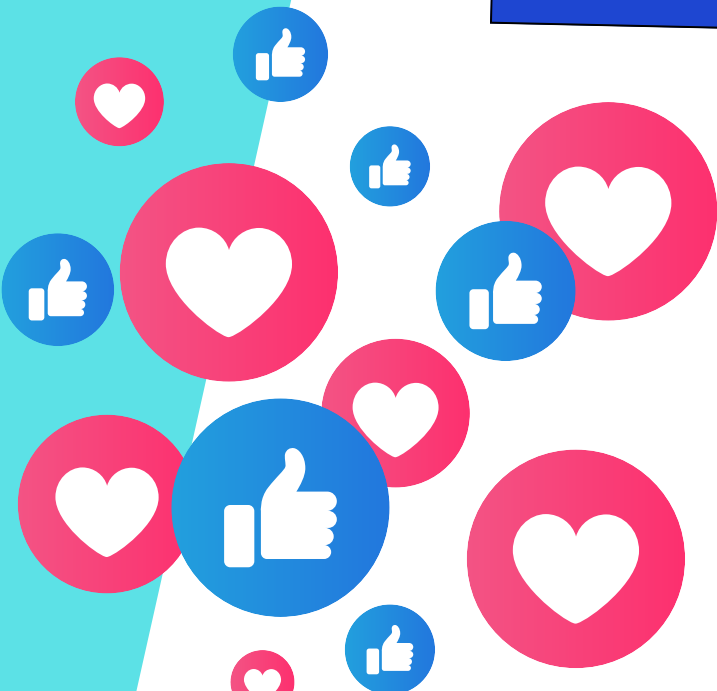
SOCIAL MEDIA & AI

**4 DAY WORKSHOP
ONLINE**

August 22nd, 23rd, 26th & 27th, 2024
5:00 PM - 7:30 PM (EC/AST)

POP-UP

WORKSHOP



OVERVIEW

In the digital era, the integration of AI with social media strategies can significantly boost marketing effectiveness. This workshop equips attendees with the knowledge and skills to utilize AI tools for enhancing social media marketing efforts, leading to better audience understanding, targeted content creation, and improved engagement rates.

Key Objectives

By the end of the workshop, participants will be able to:

- Identify key AI tools and their applications in social media marketing.
- Explain how AI can enhance social media strategies and improve audience engagement.
- Assess the effectiveness of AI-driven social media campaigns through performance metrics.
- Design a comprehensive social media marketing plan that integrates AI tools and techniques.

Key Takeaways

- **Identifying Tools:** A list of AI tools for social media marketing and their functionalities.
- **Understanding Enhancement:** A guide on how AI improves engagement and strategy effectiveness.
- **Assessing Effectiveness:** Techniques to measure and analyze the success of AI-integrated campaigns.
- **Designing Plans:** A template for creating AI-driven social media marketing plans.

Workshop Fee: TT\$2,800/US\$400

Discount: **Get a 10% group discount.**

Applicable to:

- Groups of three or more individuals attending from the same organization
- The UWI campus community

Online credit card payment option (bank charges of 3% applies).

The workshop will be hosted by the Business Development Unit of the Faculty of Social Sciences, The University of the West Indies. You will be able to join this workshop via Zoom to participate in discussions, interactive presentations, group exercises, resource videos, valuable articles and case examples. The workshop will follow the schedule below:

Dates: August 22nd, 23rd, 26th & 27th, 2024

Time: 5:00 P.M. – 7:30 PM (AST/EC): Live Lecture via Zoom.

Don't hesitate to contact Amanda at sta-fssbdu@sta.uwi.edu, or visit <https://sta.uwi.edu/fss/business-development-unit> for registration details.

Key Topics

- **Introduction to AI in Social Media Marketing:** This topic covers the basics of AI, its capabilities, and its potential to revolutionize audience engagement and content creation. Participants will learn about the evolution of AI in marketing and how it can be applied to social media platforms to enhance marketing efforts.
- **Tools and Technologies for AI-Enhanced Social Media Strategies:** This topic includes an overview of popular AI-driven tools, such as chatbots, predictive analytics, and content creation tools. Participants will gain hands-on experience with these tools, learning how to implement them effectively in their social media campaigns.
- **Measuring and Optimizing AI-Driven Campaigns:** Participants will learn how to measure key performance indicators (KPIs) and use data analytics to assess campaign success. The session will also cover strategies for optimizing campaigns based on performance metrics, ensuring continuous improvement and maximizing



Mr. Juma Bannister

Juma is the Co-founder and Executive Creative Director of Relate Studios, specializing in Relationship-Led Strategic Marketing & Production. With over two decades of experience in various creative fields, including photography, graphic design, and video production, Juma is an award-winning content creator. Recognized for his contributions to digital photography training in the Caribbean, Juma received the Caribbean Tech Innovators award in 2013. Currently, he focuses on helping businesses develop content strategies to build lasting customer relationships and stand out online. Focused on helping businesses develop effective content strategies, Juma shares valuable insights on marketing and content creation through his social media platforms. He hosts "The Useful Content Creation Show" and the "Useful Content Podcast."