

3-Month Social Media Management & Content Creation Curriculum

(₦80,000 Training + Mentorship Program)

By Jesstheinfluencer

A complete beginner-to-professional program designed to help students master social media management, content creation, brand storytelling, and personal brand growth.

Includes coaching, mentorship, weekly assignments, real-life projects, and portfolio building.

PROGRAM STRUCTURE

- Duration: 3 Months
- Format: Weekly lessons + practical tasks + mentorship
- Deliverables: Skill mastery + portfolio + strategy templates + content calendar + SMM toolkit
- Outcome: Become a job-ready Social Media Manager & Content Creator

MONTH 1 — FOUNDATIONS OF SOCIAL MEDIA MANAGEMENT

WEEK 1: Introduction to Digital Marketing & Social Media

- What social media management actually is
- The difference between content creation & content strategy
- Understanding the algorithm on IG, TikTok, X & YouTube Shorts
- Key social media terminologies

Practical: Account audit of 2 brands

WEEK 2: Branding & Social Media Identity

- What makes a brand stand out online
- How to build a brand identity (tone, colors, content pillars)
- Creating a consistent online presence
- Introduction to Canva for branding

Practical: Create a simple brand identity for a sample business.

WEEK 3: Understanding Content Strategy

- Content pillars & content buckets
- Creating a content plan
- How to understand target audience psychology
- Storytelling for conversion & engagement

Practical: Build a 7-day content strategy for a brand.

WEEK 4: Social Media Management Essentials

- Daily, weekly, monthly tasks of an SMM
- How to manage pages professionally
- Engagement strategies
- Shadowban prevention
- Scheduling tools (Meta, Buffer, Notion, etc.)

Practical: Create a 1-month content calendar.

MONTH 2 — CONTENT CREATION & TECHNICAL SKILLS

WEEK 5: Mastering Canva (Beginner–Advanced)

- Content design basics

- Carousel creation
- High-converting flyers
- Templates & brand kits

Practical: Recreate 3 real brand posts.

WEEK 6: Mobile Video Editing

- Shooting quality videos with your phone
- Lighting, audio, framing
- Editing with CapCut
- TikTok/IG Reels video creation techniques
- Trending audio use

Practical: Create 3 short-form videos.

WEEK 7: Copywriting for Social Media

- Writing hooks that make people stop
- High-engaging captions
- CTAs that increase comments, saves & shares
- Copywriting formulas (AIDA, PAS, BAB)

Practical: Write 10 captions for 5 content types.

WEEK 8: Analytics & Performance Tracking

- Understanding IG Insights, TikTok Analytics, Meta Business
- How to measure growth and content performance
- Monthly reporting as a Social Media Manager

Practical: Do a full analytics breakdown for a brand.

MONTH 3 — REAL CLIENT WORK, PORTFOLIO & MONEY-MAKING

WEEK 9: Community Management & Audience Growth

- Growth strategies without ads
- How to build loyal communities
- How to respond to comments/DMs professionally
- Managing crises online

Practical: 1-week audience engagement challenge.

WEEK 10: Portfolio Building

- How to present your skills professionally
- Creating case studies
- Building a SMM portfolio (even with no clients)
- Setting up your professional page (IG, LinkedIn, Facebook)

Practical: Build your full SMM & content creation portfolio.

WEEK 11: Monetization & Getting Clients

- How to price your services
- How to negotiate with clients
- Proposal & contract templates
- How to run your SMM business
- How to work with influencers & brands

Practical: Create a proposal + send it for review.

WEEK 12: Final Project + Certification

- Manage a real or simulated brand page for 2 weeks
- Create content + design + strategy
- Submit final portfolio
- Certificate of Completion
- Long-term mentorship access

WHAT YOU GET WHEN YOU PAY ₦80,000

- ✓ 3 months of structured learning
- ✓ Weekly mentorship sessions
- ✓ Access to Jessica for guidance & feedback
- ✓ Practical real-life projects
- ✓ Certificate + portfolio they can use to get clients or jobs