

# Testing training curriculum on social media businesses

## Developing competences and opportunities for **SOCIAL MEDIA** ENTREPRENEURSHIP

Timeline

April 2021–May 2021.

Target group

Youngsters (Age: 18 – 24)

### Training topics

- Practicing social media entrepreneurship
- Mastering the major social media platforms
- Planning my social media business
- Mastering tools to creating social media viral contents
- Building my social media influencer marketing and advertising strategy
- Starting, monetizing and managing my business



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