

Gurukul Educational And Research Institute

SHIKSHA SANKUL, SAHASTRADHARA ROAD, NEARBY IT PARK,
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Social Media Influencer Training

Duration:6Months | Eligibility:10thPass | Mode:Theory+Practical

Month 1: Introduction to Social Media

- Basics of Social Media Platforms (Instagram, Facebook, YouTube)
- Role of a Social Media Influencer Understanding
- Target Audience
- Digital Communication Skills

Month 2: Content Creation

- Mobile Photography & Videography
- Video Editing Basics (Reels/Shorts)
- Content Writing & Caption Creation
- Hashtags & Trends Research

Month 3: Platform Management

- Instagram & YouTube Account Setup
- Profile Optimization
- Content Calendar Planning
- Posting & Scheduling Tools

Month 4: Branding & Growth

- Personal Branding Strategy
- Audience Engagement Techniques
- Collaboration with Brands
- Basic Graphic Designing (Canva)

Month 5: Monetization & Marketing

- Affiliate Marketing Basics
- Sponsored Posts & Brand Deals
- Analytics & Insights Understanding
- Basic Digital Marketing Concepts

Month 6: Practical Project & Assessment

- Live Campaign Creation
- Portfolio Development
- Final Practical Assessment
- Viva & Certification

