

Specialized Training Programme in AI - Future of Social Media

Duration: 2 weeks (24 April, 2025 to 6 May, 2025)

Course Content

Week 1: Introduction and Fundamentals

- Basics of Artificial Intelligence
 - AI and Social Media Overview
 - Creating Social Media Content with AI
 - AI for Analyzing Social Media Trends
 - Hands-On Workshop: AI Tools for Beginner
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Week 2: Practical Applications and Trends

- Personalized Social Media Strategies
 - AI-Powered Chatbots
 - Handling Challenges with AI
 - Emerging Trends in AI and Social Media
- Final Workshop and Presentations

Course Summary

At the end of the course, Students will be able:

- Simplify the understanding of AI and its applications in social media.
- Teach participants to create effective posts, captions, and trends using AI tools.
- Enable participants to analyze audience behavior and social media metrics with AI.
- Highlight emerging trends like virtual influencers and AI-driven video content.
- Encourage ethical and responsible use of AI in social media