

NEUE-GEN SOCIAL MEDIA MANAGERS CAREERS

Turn Your Passion for Social Media into a Career

Social media isn't just about posting pictures—it's a powerful tool for building brands, driving engagement, and creating opportunities. The Neue-gen Careers Bootcamp for Social Media Managers is an 8-week hands-on program designed to equip you with the skills, strategies, and real-world experience needed to manage social media like a pro.

By the end of this bootcamp, you'll have:

- ✓ The ability to put build a professional content strategy and calendar for real clients.
- ✓ Hands-on experience in content creation, scheduling, and community management.
- ✓ A social media portfolio to showcase your expertise.
- ✓ Exclusive access to The Digital Girl Africa Network—a digital ecosystem designed to support women in digital careers.



Who is this for?

This bootcamp is for women who:

"I love social media, but I don't know how to turn it into a career."

You spend hours on Instagram, TikTok, and Twitter—but now, you want to get paid for it. Learn the business side of social media and how to manage accounts like a pro.

"I want to upskill and get real social media management experience."

You've taken a few online courses or managed your own pages, but now you want real-world experience, strategy, and structure to take your skills to the next level.

"I need a clear roadmap to break into the social media industry."

You're ready to launch your career but don't know where to start. This bootcamp gives you a structured, step-by-step guide to becoming a social media manager.

What You'll Get

- * 💡 **6 Weeks of Expert Training** - Learn everything from content creation to social media analytics.
- * 🎬 **Hands-on Assignments** - Apply what you learn with real-world projects.
- * 👤 **2-Week Social Media Residency** - Gain real experience managing accounts.
- * 📁 **Bonus Tools & Resources** - Templates, guides, and strategy docs to fast-track your success.
- * 🌐 **Exclusive Community Access** - Join the Digital Girl Africa Network to connect with mentors, job opportunities, and peers.

💡 **Important Disclaimer**

Participation in the Social Media Residency (Weeks 7-8) requires completing the first 6 weeks of training. This hands-on experience applies learned skills, and only those who have actively engaged in coursework and assignments will be eligible. This ensures preparedness for managing real-world social media accounts and maximizing the professional opportunity.

The Curriculum

The 8-Week Roadmap to Your Dream Social Media Career

Each week is designed to build your skills step-by-step.



Week 1: Social Media Foundations

Understand the fundamentals of social media management, key tools, and industry roles.



Week 2: Platforms, Trends & Audits

Explore major social platforms, latest trends, and conduct digital audits.



Week 3: Content Strategy & Calendars

Learn how to build content strategies and schedule content like a pro.



Week 4: Content Creation (Graphics & Video)

Master Canva and CapCut to design and edit platform-specific content.



Week 5: Scheduling & Paid Ads Basics

Discover how to automate content posting and learn the basics of paid ads.



Week 6: Community Management & Analytics

Engage audiences, manage feedback, and analyze content performance.



Week 7: Real-World Social Media Experience

Work on a real brand or assigned client, managing their content and engagement.



Week 8: Capstone Project & Portfolio

Present your final project, build your portfolio, and get job-ready.

Not an average bootcamp

You've got the hustle. You've got the ideas. But turning that into a profitable online business? That's where we come in.



Why Join?

- No More Guesswork** – Learn a proven framework for managing social media.
- Real-World Learning** – Work with real clients & projects, not just theory.
- Mentorship & Community** – Get support from industry experts and peers.
- Career-Ready Skills** – Leave with a portfolio to land your first job.



Your E-commerce Toolkit

- Content Strategy Guide** – Build a winning social media strategy step by step.
- ChatGPT Prompts** – Ready-made prompts for content and strategy creation.
- 30-Day Content Calendar** – Plan, schedule, and organize posts with ease.
- Analytics & Reporting Guide** – Track performance and present data-driven insights.



Are You Ready to Launch Your Career?

Spots are limited (seriously, we keep this tight for quality).

If you're ready to take the leap and finally turn your scroll into sales, this is your sign to join.

 Bootcamp Start Date: 03 March 2025

 Secure Your Spot for Just R99!

SIGN ME UP!