

Marketing a komunikace na sociálních sítích

Course code: KORMK

Marketing and communication on social media have become essential for the success of both businesses and personal brands. The way a brand presents itself has a significant impact on its visibility, credibility, and popularity among customers. This course explores practical ways to use Facebook, Instagram, and YouTube for effective marketing communication.

Who is the course for

This course is designed for marketing and sales teams, entrepreneurs, managers, corporate social media administrators, and anyone responsible for promoting a brand or services through social media channels.

What we teach you

- Input text understand the importance of social media for business and personal branding,
- work with the core content formats on Facebook and Instagram,
- develop a profile, page, or channel strategy that strengthens the brand,
- understand the basics of social media advertising and campaign options,
- communicate effectively with followers and manage crisis situations in the online environment.

Teaching materials

Gopas guide book for this course.

Course outline

- The Importance of Social Media for Business and Personal Branding
- Facebook Marketing
- Building a Facebook Business Page and Profile
- Setting Up Advertising Campaigns
- Facebook Content Formats
- Crisis Communication on Facebook
- Instagram Marketing
- Building Your Brand on Instagram
- YouTube Marketing
- Best Practices for Building and Positioning Your YouTube Channel
- Communicating with Your Audience
- YouTube Channel Monetization Opportunities
- Duration: 1 day

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