

An MGA Training Programme

# Digital Content Strategy, AI & Personal Branding for Social Media

## PROGRAMME DESCRIPTION

In today's fast-paced digital environment, organisations must continuously evolve the way they communicate, engage, and build relationships with their audiences. Social media platforms have fundamentally reshaped how content is discovered, consumed, and shared, making strategic digital storytelling and impactful content creation critical for brands seeking to remain visible, relevant, and competitive.

This one-day programme is designed to provide participants with a comprehensive and practical understanding of the modern digital content ecosystem. Blending strategic insights with hands-on learning, the programme explores how professionals can build a compelling personal or brand identity online, craft engaging short-form content, and leverage AI-powered tools to enhance creativity and productivity in digital marketing.

Through real-world case studies, practical frameworks, and interactive discussions, participants will gain the confidence to design effective social media content strategies that drive audience engagement, strengthen brand messaging, and foster meaningful connections with digital communities. By the end of the programme, participants will be equipped with actionable techniques and forward-looking perspectives to elevate their organisation's digital presence and storytelling impact in an increasingly competitive online landscape.

## PROGRAMME OBJECTIVES

By the end of this session, participants will be able to:

- Understand the evolving digital content landscape and current social media trends
- Identify key elements of a strong personal or brand identity online
- Learn practical techniques to create engaging and impactful short-form content
- Understand how AI tools can support content creation and improve efficiency
- Apply storytelling frameworks to make brand content more relatable and engaging
- Explore strategies to grow and manage online communities effectively

## PARTICIPANT PROFILE

This programme is designed for marketing and communications teams, social media and digital marketing professionals, brand managers, and corporate content and creative teams. It is also suitable for corporate professionals who are involved in digital engagement, brand development, and strengthening their organisation's online presence.

## LEARNING METHODOLOGY

The programme offers an engaging learning experience through interactive lectures and knowledge-sharing sessions that provide valuable industry insights. Participants will explore practical strategies through case study analysis, group discussions, and collaborative idea-sharing activities. The programme also includes hands-on content ideation exercises and live demonstrations of AI-powered tools to showcase their applications in modern content creation. Each session concludes with an open Q&A and experience-sharing segment, encouraging meaningful discussion and deeper understanding.



## COURSE OUTLINE

### Module 1: Understanding the Digital Content Landscape

- Current social media trends and platform behaviour
- How audiences consume digital content today
- Why short-form content dominates engagement

### Module 2: Personal Branding & Brand Voice

- Building an authentic personal or brand identity
- Finding the right niche and positioning
- Aligning personal brand with corporate branding

### Module 3: AI in Social Media & Content Creation

- Introduction to AI tools for content ideation and scripting
- Using AI to improve productivity and creativity
- Best practices when integrating AI into marketing workflows

### Module 4: Content Creation Strategies That Work

- Types of engaging content (short-form videos, storytelling, educational content)
- Structure of high-performing social media content
- Tips to make content more relatable and shareable

### Module 5: Social Media Growth & Audience Engagement

- Content planning and consistency strategies
- Community engagement and audience interaction
- Measuring content performance and improving results

### Module 6: Case Study & Industry Insights

- Real-life experiences from Spacedollah's digital content journey
- Lessons learned and common mistakes to avoid



## PROGRAMME FACULTY

### Syed Abdullah | Spacedollah

Digital Content Strategist & Social Media Educator



Spacedollah is a dynamic digital educator and content strategist with a strong track record in building impactful online communities and delivering engaging educational content across multiple social media platforms. With over 4.9 billion hours of watch time on the Spacedollah Bahasa Malaysia channel and more than 500 million monthly viewers across social media, he has established himself as a leading voice in digital education and content creation.

Through his presence on TikTok, YouTube, Instagram, and Facebook, Spacedollah has successfully grown a large and loyal audience, reaching hundreds of thousands of followers and millions of viewers. His ability to transform complex topics into clear, engaging, and relatable content has made him a trusted creator in the digital space, combining creativity, storytelling, and strategic content planning to drive meaningful engagement.

Remarkably, these achievements were accomplished independently without a scriptwriter, editor, or production team, highlighting his creativity, discipline, and deep understanding of digital audiences. Today, Spacedollah shares his expertise with organisations and professionals by providing practical insights on digital content strategy, AI-powered tools, and personal branding, helping individuals and brands strengthen their digital presence and influence in an increasingly competitive online landscape.

## FEES AND FURTHER DETAILS

Date : Wednesday, 10 June 2026

Time : 10:00 am – 5:00 pm

Venue : Q Sentral, Kuala Lumpur

Fee : RM 1,750 per person

*The cost of the programme includes lunch and other refreshments, as well as programme materials for one participant. It is not inclusive of any applicable taxes.*

This programme can be delivered in-house for your organisation.

To register and for more information, please contact:

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## ABOUT MANAF GARDNER ASSOCIATES

Manaf Gardner Associates (MGA) is a premier consulting firm specialising in Human Capital and Executive Education. Established in 2025 by Datuk (Dr) Nora Manaf and Professor Dr Colyn Gardner, MGA brings unparalleled expertise to the evolving landscape of talent management and professional development.

Our founders bring with them extensive industry experience and their combined leadership ensures MGA remains at the forefront of executive education and human capital strategy. Most recently, Datuk Nora served as the Chief Human Capital Officer of Maybank, Malaysia's largest financial institution, for 16 years, while Professor Colyn led the Asian Banking School for nearly a decade, transforming it into ASEAN's largest provider of specialised banking training programmes.

At MGA, we empower organisations to mitigate risks and capitalise on growth opportunities through knowledge enhancement and strategic innovation. By offering a cohesive and comprehensive approach to talent management, we provide expert solutions through our Human Capital Advisory Services and leading-edge Learning and Development Programmes that include our exclusive Executive Education programmes with some of the best business schools in the world.

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**Manaf Gardner Associates Sdn. Bhd.**  
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