

# SOCIAL MEDIA MANAGEMENT



Elevate your marketing expertise with this advanced program. Discover how to integrate social media with digital and content marketing strategies to reach your business goals. Participants will learn techniques for efficiently and effectively managing social media, while building on essential best practices in digital and content marketing.

Recommended to complete the Digital Marketing and Content Marketing programs, or have equivalent marketing experience, before participating in this program.

## Learn social media management foundations including:

- **Conducting social media audits:** learn to assess, evaluate, and enhance your social media presence
- **Creating engaging content:** develop skills to craft strategic, compelling content that resonates with your audience seamlessly across various channels
- **Building an online community and brand:** discover strategies for growing and nurturing a vibrant online community and strategically positioning your brand
- **Utilizing AI tools:** gain insights into leveraging AI to save you time, optimize social media strategies, and enhance engagement
- **Analyzing campaign performance:** learn to measure and analyze the effectiveness of social media campaigns, including click throughs to your website, using key metrics and analytics tools
- **Integrating paid advertising:** explore how to effectively use paid advertising to complement organic social media efforts to maximize results

## Social Media Management is for you if:

- You're a small business owner, nonprofit manager, or aspiring entrepreneur
- You have completed the Digital Marketing and Content Marketing program or have a strong background in marketing
- You have marketing responsibilities
- You're looking to track results and maximize the impact of your social media activities and tactics

<b>Section 1: Planning for Social Media</b>	
<b>Topics</b>	<b>Skills, Knowledge and Abilities</b>
What is social media? Trends	Discuss what is social media management and its role in a digital marketing strategy
Social media audit	Conduct a social media audit for a brand using free tools
Social media channels	Research and identify social media channels for a variety of audiences; discuss features and best practices unique to each channel
Social media strategy	Develop a social media strategy for primary/secondary audiences; apply the PESO model; create objectives, personas (avatars), identify metrics, KPIs; create and distribute content; monitor/measure results; make recommendations for improvement
Social media calendar	Develop a social media calendar to meet objectives; identify best practices for posting days/times; reflect stages of marketing funnel
<b>Section 2: Social Media Content</b>	
<b>Topics Covered</b>	<b>Skills, Knowledge and Abilities</b>
Types of content	Identify types of content and content pillars; UGC; content design platforms
Copywriting basics	Discuss the importance of storytelling, effective captions; bias-free content; free resources for improving copywriting skills
Creating and repurposing content	Create relevant, engaging content; apply copyright free resources; research hashtags
Curating content	Discuss the advantages of curated content; best practices and things to avoid
Branding across social channels	Implement consistent branding across all social media channels
Leveraging AI	Review AI tools; advantages/disadvantages to using AI for social media content
Pay per click	Discuss the role paid advertising plays in attracting new customers and building loyalty; re-targeting; A/B testing; budgets and bidding strategies
Social SEO	Identify components of SEO for social platforms
<b>Section 3: Engagement and Community</b>	
<b>Topics Covered</b>	<b>Skills, Knowledge and Abilities</b>
Social customer care	Discuss the role social media plays in the relationship continuum/marketing funnel (know, like, trust, etc.)
Influencers	Discuss how to leverage paid and unpaid influencers

Ratings and Reviews	Identify strategies for building trust and authority through online ratings and reviews
Online groups	Review the benefits and challenges in setting up online communities and forums
<b>Section 4: Measuring, Monitoring and Brand Management</b>	
<b>Topics Covered</b>	<b>Skills, Knowledge and Abilities</b>
Analytics basics	Discuss the importance of reporting and the relationship between social media/website conversion and the marketing funnel
Measuring and monitoring	Identify key metrics and KPIs, setting up platform tools (Insights, GA4 etc.)
Social listening Privacy	Review tools and the importance of social monitoring for brand management and potential opportunities
Managing a crisis	Discuss the best practices in preventing and managing an online crisis

\*Suggested tool