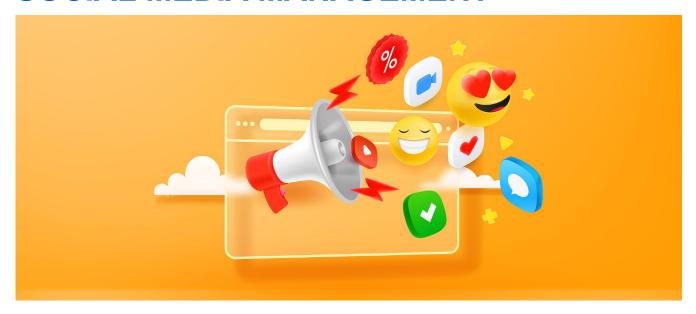


SOCIAL MEDIA MANAGEMENT



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



Section 1: Planning for Social Media	
Topics	Skills, Knowledge and Abilities
What is social media?	Discuss what is social media management and its role
Trends	in a digital marketing strategy
	Conduct a social media audit for a brand using free
Social media audit	tools
	Research and identify social media channels for a
	variety of audiences; discuss features and best
Social media channels	practices unique to each channel
	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
Social media strategy	improvement
Social media strategy	Develop a social media calendar to meet objectives;
	identify best practices for posting days/times; reflect
Social media calendar	stages of marketing funnel
Section 2: Social Media Content	
Topics Covered	Skills, Knowledge and Abilities
	Identify types of content and content pillars; UGC;
Types of content	content design platforms
	Discuss the importance of storytelling, effective
	captions; bias-free content; free resources for
Copywriting basics	improving copywriting skills
	Create relevant, engaging content; apply copyright
Creating and repurposing content	free resources; research hashtags
Constinue content	Discuss the advantages of curated content; best
Curating content	practices and things to avoid Implement consistent branding across all social media
Branding across social channels	channels
branding across social channels	Review AI tools; advantages/disadvantages to using
Leveraging AI	AI for social media content
20.0.45119 / 12	Discuss the role paid advertising plays in attracting
	new customers and building loyalty; re-targeting; A/B
Pay per click	testing; budgets and bidding strategies
Social SEO	Identify components of SEO for social platforms
Section 3: Engagement and Community	,
Topics Covered	Skills, Knowledge and Abilities
	Discuss the vale as sixt modis along in the valeties ship
	Discuss the role social media plays in the relationship
Social customer care	continuum/marketing funnel (know, like, trust, etc.)





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

^{*}Suggested tool