

Program Name	Social Media for Business
Level	I
Pre-Requisite(s)	N/A
Recommended WEI Programs To Have Completed Prior to Starting this Program	Marketing for Business or Business Skills
Total Hours	40
Description	Social Media for Business is designed for you if you want to start from the beginning and develop a strong foundation for working in social media. While exploring the mainstream platforms such as Facebook, Instagram, Twitter, LinkedIn, Google+ and Pinterest, you'll learn how to create and schedule business posts as well as how to navigate these sites. You'll also learn how to set up a social media manager such as Buffer or Hootsuite.

Learning Outcomes:

- Identify the five types of business posts (inspiration, advertising, internal, external, and shared success)
- Create a Twitter account
- Develop a Twitter strategy
- Create a LinkedIn account
- Develop a LinkedIn strategy
- Create a Google+ account
- Develop a Google+ strategy
- Create an Instagram account ** (covered if time permits)
- Develop an Instagram strategy ** (covered if time permits)
- Create a Pinterest account ** (covered if time permits)
- Develop a Pinterest strategy ** (covered if time permits)
- Set up a social media manager (Buffer, Postcron, Hootsuite)
- Establish security protocols
- Explain insights from various platforms

Standard Topics:

- Facebook foundations
- Fundamentals of mainstream platforms (Twitter, LinkedIn, Google+, Instagram, Facebook and Pinterest)
- Setting up a social media platform
- Background settings (controlling the privacy and business setting needed to help google find you)
- Calls to action
- Accessing and analyzing insights
- Benchmarks and goals
- Security protocols