

Program Name	Social Media for Business
Level	II
Pre-Requisite(s)	Social Media for Business – Level I
Recommended WEI Programs To Have Completed Prior to Starting this Program	N/A
Total Hours	40
Description	Social Media for Business (Level II) picks up from where level I left off. Starting with a review of your current social media strategy, you will set new benchmarks and devise strategies for driving traffic to your website and social media platforms. In addition, you will learn how to use live streaming to create better visibility as well as best practices for video creation, content batching, and analyzing your social media traffic.

Learning Outcomes:

- Review current social media strategy
- Devise strategies for driving traffic to websites and social media focal points
- Set analytic benchmarks for measuring marketing success
- Analyze social media traffic success based on Google Analytics and Google Search Console
- Develop and analyze a keyword strategy
- Identify strategies for using social media live streaming to create greater visibility
- List video creation best practices for creating greater engagement and visibility
- Create and measure social media automation
- Describe strategies for content batching
- Identify strategies for running a social media contest
- List the steps for building local online communities

Standard Topics:

- Analytic benchmarks
- Google analytics
- Google search console
- Google keyword planner
- Google trends
- Live streaming
- Video creation best practices
- Google My Business
- Google Knowledge Graph
- Social media automation
- Content batching
- Building local online communities