

# SOCIAL MEDIA FOR BUSINESS CERTIFICATE

Get in on this exciting and growing way to communicate, market and serve your customers and clients. For businesses, nonprofits, government, and other organizations. From Facebook to Twitter, blogging, YouTube, LinkedIn, and more, discover the new principles of communication that apply across all networks and how these specific social networks work and the possible uses for your organization.

Learn how social networks are used to develop a two-way communication and marketing strategy for your organization. Then find out what you can be doing, what you should be doing, and take back a plan to integrate social networks into your communication and marketing.

Whether you are new to social networks or already involved, you will come away with both an understanding of social networks and practical, how-to techniques to integrate social networks into your organization or business. Your instructors are outstanding practitioners who also speak, write, and train others on social networks.

**Introduction to Social Media must be taken before Marketing Using Social Media and Integrating Social Media in Your Organization.**

- **Introduction to Social Media:**

In this rapidly evolving digital world, online networking connects individuals and businesses from around the globe. Social media provides real time social interactions, news and entertainment, research, marketing, brand development, customer service, and much more. In this course, we will explore top social media platforms including Facebook, Instagram, LinkedIn, YouTube, Twitter, and TikTok. Learn how your business can use social media to understand customer behavior, increase market reach, and convert site visitors into buyers. For beginner and experienced social media users.

- **Integrating Social Media in Your Organization:**

Take away a practical strategy and techniques for implementing a social strategy for your organization or business. Learn the top five considerations when starting a social network as well as tips to manage an online community. Discover how to create your own private social network using the Ning platform. Discuss the top tools to use to manage your social media life and build integration into your website. See how Google Docs and Calendars work and how to use online video to further your business goals. Hear about mobile check-in applications and how companies are using coupon and deal sites. Get your company listed properly on local search engines so more customers can find you. Discuss how web design has changed and get feedback on your website while discovering usability testing and user interface design. Finally, learn how to manage this influx of information created by the new media revolution. Develop a manageable workflow and get productivity tips to be more efficient. Learn what you might be doing wrong in social media as well as essential policies to have in place for your employees and company. See what trends are on the horizon and where your goals fit with those new trends.

- **Marketing Using Social Media:**

The benefits of social media make it an essential part of a business plan. Social Media Marketing has become more than running digital advertising campaigns; it allows your business to build a following of loyal customers through authentic posts and interactions creating excitement for your business as it grows. Each platform gives your business the tools to successfully build your brand, connect with your customers, and track analytics. This course will focus on Instagram, Facebook, TikTok, Pinterest, LinkedIn, Twitter, and Nextdoor.

**CEUs/ILUs: 4.8 Length (in hours): 48 Price in CAD \$665.00**

# **SOCIAL MEDIA FOR BUSINESS CERTIFICATE UNITS**

## **Introduction to Social Media**

### **Unit 1**

#### Why Social Media Matters

- What is social media?
- Social media terminology
- Recent trends of digital platforms and digital users
- 21<sup>st</sup> century marketing

### **Unit 2**

#### The R&D of Social Media

- Developing an Umbrella Strategy
- Overview of the top social media platforms
- Researching market and industry trends
- Finding your market segment(s)

### **Unit 3**

#### Preventing a Social Media Catastrophe

- The dangers of social media
- Entering virtual reality
- Engaging with unruly visitors
- Business profiles verses personal profiles

### **Unit 4**

#### Getting Started

- Creating your profile
- Who, and who not, to follow on social media
- Determining the right engagement frequency
- Developing social media success metrics

# **Integrating Social Media in Your Organization**

## **Unit 1**

### Running a Community and Creating Your Own Social Network Using Ning

- Online Communities and Creating Your Own Social Network with Ning
- Top 5 Considerations When Starting a Social Network
- What Goes into Build a Great Social Network
- What is an online community manager
- What is Ning and How to Use the Platform
- Examples of Companies Using Ning

## **Unit 2**

### What Tools to Use for Your Organization

- What tools and platforms will help get content on the web
- Readings on top new tools to consider
- How to select which tool to use
- How video fits into online marketing
- Organizing and collaborating with Google products
- How to take advantage of mobile and local in applications and search

## **Unit 3**

### Integrating Social Platforms into Your Web Site

- Discovering how web design has changed and what is needed for true integration
- Understanding elements on websites that increase interaction, engagement, search engines findability
- Learn best practices for website usability and landing page design
- Discuss how your sites compare and generate next steps that will improve your business

## **Unit 4**

### Developing a Manageable Work Flow: Time, Resources, Policies, and Trends

- Developing a Manageable Work Flow
- Time and Resources: How do you know where to spend your time?

- Target Social Media Influencers to Boost Traffic and Sales
- Is Your Company Ready for Social Media or Are They Holding You Back?
- Trends - What's Next or Are We Still Working on Last Year's Trends?
- Social Media Policies and Planning For A Crisis

## **Marketing Using Social Media**

### **Unit 1**

#### Which Platform Is Right For You

- Identify which social media platforms work best for your business
- Overview of Instagram, Facebook, TikTok, Pinterest, LinkedIn, Twitter, and Nextdoor
- What content works best on each platform
- How platforms complement each other
- How social media directs customers to your website

### **Unit 2**

#### Creating Your Social Media Presence

- Identify a personality to represent your company
- Creating your brand
- Authenticity behind the scenes
- Collaboration over competition

### **Unit 3**

#### Connecting With Your Customers

- Human first approach
- How posts and stories create connections
- Creating a space for your people and connections
- The trouble with engagement

### **Unit 4**

#### Targeting Advertising

- Social media advertisements

- Increase direct traffic to your website
- Email list
- Affiliate links