Social Media Business Marketing Syllabus

» Course Overview

Whether it's posting pictures, videos, or interacting in the metaverse, today's students who aspire to apply their social media skills to business marketing must be prepared! This course on Social Media Business Marketing provides them with the foundational knowledge of social media technology and marketing principles. The course begins with an introduction to Social Media platforms and then goes in-depth into the marketing and advertising strategies used to support a company's social media strategy and campaigns. Through activities and projects, students will gain firsthand knowledge of this exciting field. This course also prepares students for the Social Media Strategist certification.

» Course Outline by Module

Module 1	Introduction to Social Media	Module 7	Social Media Presentations and Blogs
Module 2	Social Media in Business Part I	Module 8	Social Media Risk, Reputation, and Crisis Management
Module 3	Social Media in Business Part II	Module 9	Social Media Advertising Part I
Module 4	Social Media Strategy	Module 10	Social Media Advertising Part II
Module 5	Social Media Campaigns	Module 11	Social Media Metrics and Analytics
Module 6	Social Media Platforms	Module 12	Social Media Reporting and Optimization

Social Media Business Marketing   Syllabus

» Module Overview and Learning Objectives

| Module 1. Introduction to Social Media

Social media is integrated into most people's lives in some way. Even if you don't have an account on a specific platform, you may see social media icons or embedded feeds on a company's website. You may have a job where everyone is on the same network and communicates via messaging. Social media is pervasive and social media marketing is riding the wave of reaching tons of people at little to no cost. Marketers are getting creative with their content, turning it into entertaining videos and graphics that make people forget they're looking at a company's marketing strategy. Throughout this module, you'll be introduced to some of the foundational concepts of social media on which companies and marketing professionals are creating and distributing their exciting content.

Learning Objectives: In this module, students will:

- Define "social media" and discuss how social media differs from traditional media, including quality, reach, frequency, accessibility, immediacy, and permanence
- Describe Web 2.0-enabled technologies, including the following: Ajax, tagging, Semantic Web, Web feed services, podcasts, streaming, mashups and dashboards
- Explain various social communication methods, including written communication such as e-mail, posting, commenting, instant messaging, live chatting, text messaging, VoIP, video conferencing and live streaming, as well as owned, earned and paid communication
- Explain the common reasons people use social media and list the types of social media consumers, including contributors, influencers, participants, sharers, and spectators
- Describe the five types of social media services and give examples of these sites: social publishing, social networks, social entertainment, social collaboration, and social commerce
- Explain the differences between social media and mobile social media, including location and time sensitivity

| Module 2. Social Media in Business Part I

Social media engagement is a key component of social media marketing. After all, if people are not interacting with the content you post, your marketing is not effective. Engagement is a measure of how people interact with your content, who is interacting with it, and to what degree they are interacting with it. Engagement is measured in a number of ways - likes, clicks, shares, saves, and retweets to name a few. It is fundamental to understand how people are engaging with social media marketing posts because that is a major factor in determining its effectiveness. Throughout the module, you will learn about engagement and what types of measurement exist for figuring out engagement. You will also understand more about the roles that exist within social media marketing and think about which align with your career goals.

Learning Objectives: In this module, students will:

- Explain what engagement is in social media and how it is measured, including conversation volume, applause, sentiment, and amplification.
- Identify common types of tools used with social media and explain what kind of information they provide.
- Explain factors that influence the facilitation of social media throughout a business, including executive buy-in, company culture, organizational structure, and organizational arrangement.
- Plan social media for a fictitious business, including the business mission and its SMART core business and organizational goals.
- Explain how using crowdsourcing and crowd-shaping in social media have affected business innovation.
- Identify social media positions and the tasks and responsibilities of each role.

| Module 3. Social Media in Business Part II

Social media can be greatly impactful for businesses when the proper steps are taken. There are numerous elements that go into making sure a brand's social media is not only in place, but finds success. Using a platform's tools can help brands communicate with customers and find the right audience for the company. In order to gain the recognition

and awareness that are key to a brand's success, the marketing professional has to consider things such as consistency, profiles, and voice. When done well, the advantages of social media marketing can be innumerable!

Learning Objectives: In this module, students will:
- Given a scenario, determine the impact on a business of implementing social media, including budgets, staffing, training, and policies.
- Explain the types of communication links that can exist with businesses using social media.
- Describe organizational assets to leverage in a social media campaign, such as content, social media accounts, employees, influencers, and company-specific resources.
- Explain elements that can help boost brand recognition on social media, such as consistency, social profiles, social voice and tone, and social characters.
- Create a personal online social media profile.
- List advantages and disadvantages of using social media in business.

| Module 4. Social Media Strategy

Social media marketing strategies take considerable planning and effort to be successful. As you create social media marketing content, you will become better at understanding what your target audience wants and needs from you. You will also have plenty of tools and data to utilize to guide this strategy. Developing successful social media strategies consider things like the social media landscape and how your brand fits in. It also considers things like sentiment, which is a personal level of connection with followers and customers. Creating a connection with your followers and target audience is what will propel your brand to success on social media.

Learning Objectives: In this module, students will:
- Describe the cycle of a social media strategy plan.
- Conduct social media audits to assess the social media landscape, including brand presence, sentiment, positioning and competition.
- Explain the importance of market segments that impact a social media strategy, such as geographic, demographic, psychographic and behavioral segments.
- Develop social media personas for a business.

- Identify the primary and secondary target social media audiences for a company, brand or product.
- Perform a strengths, weaknesses, opportunities, and threats (SWOT) analysis based on a social media audit.
- Explain the importance of making data-driven decisions in a business.

| Module 5. Social Media Campaigns

In this module, you will delve into social media campaigns. There are specific components and nuances that make a great social media campaign. You'll find several examples throughout the readings in the module. In addition to learning what a social media campaign is, you will lean about the facets of managing one, including how to plan, schedule, monitor, and review the progress of your campaigns. A great team is necessary for the execution of successful social media marketing campaigns. You'll review the various roles that make up an effective team and how these roles impact the final product. Finally, you will dive a bit deeper into the messaging that you deliver through your social media posts and marketing efforts. The messaging will align with your brand as well as your audience.

Learning Objectives: In this module, students will:
- Explain a typical social media campaign and provide examples from current business on the Web.
- Describe project management essentials in relation to a social media campaign, including creating a social media editorial calendar.
- Assemble a project team of writers, editors, graphic designers, and subject-matter experts (SMEs) to satisfy the technical and marketing needs of a social media strategy.
- Gather appropriate data for a successful social media campaign and identify the appropriate metrics for determining or declaring success in social media.
- Given a scenario, explain the tactics and strategies for a social media campaign, including content, timing, communication, influencers, keywords, and gamification.
- Describe how to support the message of a social media campaign.
- Given a scenario, create a call to action for a social media campaign.

- Explain the types of content that can be used in a social media campaign. Given a scenario, create or select the appropriate content for a social media campaign.
- Explain how to find, organize, and share curated content for use in social media campaigns and identify challenges of using curated content.

| Module 6. Social Media Platforms

You are undoubtedly familiar with a number of social media platforms already. The word "platform" as it pertains to social media can have a few definitions and is typically used to describe a social media site where people, writers, and other "producers" of media (be it an individual or a business) interfaces with other people or businesses. An "interface" is a point of interaction. While that definition is on the more technical side of things, examples of social media platforms include:

• Facebook	• YouTube	• Reddit	• Discord
• Instagram	• Snapchat	• Pinterest	• Quora
• LinkedIn	• WhatsApp	• Medium	• Vimeo
• Twitter	• Tumblr	• Twitch	• Zoom
• TikTok			

Keep in mind that social media platforms (websites, apps, etc.) come and go, change and get updates. The list is not comprehensive. Some of the platforms are used purely for entertainment and social interactions for people. Others, like those you'll examine in this module have extensive tools for business marketing.

Learning Objectives: In this module, students will:

- Choose the appropriate social media platform and find social networks for a specific industry or niche. Given a scenario, justify a social media platform choice, including business objectives for your social media campaign.
- Assess the environment and audience of a social media site. Determine audience composition for a social media site, including the number of followers and various demographics.
- Identify the metrics available on social media platforms.

- Determine platform-specific strategies and tactics you can employ on various social media platforms.
- Identify the dynamics of a social media community. Describe how to build a social media community.
- Describe the primary responsibilities of a social media community manager, including being the "face" of the brand.
- Identify communication strategies that allow community members to have a voice in your community.
- Given a scenario, determine how to identify and work successfully with social media contributors and influencers.
- Identify social media trends and ways to use them to your advantage.

| Module 7. Social Media Presentations and Blogs

Social media presentations can be an excellent addition to your marketing strategies. Things like webinars, webcasts, podcasts, and live streams can be effective ways to deliver information about your brand, products, and services. They can also be ways to engage and educate your customers and target audience. In the same way that you develop goals for other types of marketing, you will develop objectives for these types of content as well. In addition, you will monitor and track the effectiveness of these types of marketing delivery systems as well. Since they can potentially take more effort and resources to create than regular social media posts, you will want to make sure that you are making the most of your time and money as well as reaching and connecting with your audience.

Learning Objectives: In this module, students will:

- Explain how presentations (e.g., Webinars, Webcasts, podcasts and live streaming) can be social.
- Develop objectives for a social presentation.
- Analyze gathered data on audience needs, values and constraints for a social presentation.
- Create a social presentation using a three-part structure (i.e., beginning, middle and end). Deliver a social presentation.

- Use techniques to reduce speaking anxiety before and during a social presentation.
- Prepare notes and visual aids for a social presentation.
- Describe how to lead a question-and-answer session.
- Explain how a business blog can provide multiple functions for a social media strategy.

.

| Module 8. Social Media Risk, Reputation, and Crisis Management

Social media has innumerable advantages when it comes to increasing brand awareness, driving traffic to a company's website, connecting with customers, and many other things. But with those advantages, there can be elements of risk. Throughout the module, you will identify some of the risks associated with having social media presence and utilizing social media marketing. The risks are not limited only to things like customer complaints or backlash. There are situations like security risks that can have a significant impact on companies and can lead to loss of revenue, damage to a brand's reputation, and even regulatory fines. There are plenty of ways to safeguard your social media against these risks to minimize them or eliminate them completely.

***Learning Objectives*:** In this module, students will:
- Explain the types of risks related to social media that a business might encounter.
- Explain how organizational weaknesses can put a business at risk on social media.
- Identify the steps to performing a social media risk assessment.
- Describe components of an effective social media risk management strategy, including governance, processes and systems.
- Explain the purpose and importance of social media policies.
- Describe social media data and how it might be accidentally or maliciously misused by employees or non-employees.
- Given a scenario, describe legal, regulatory and compliance issues that a business might encounter because of social media.
- Identify reputation risk factors for a business that are related to social media.
- Describe the components that make up a social media crisis plan, including roles, messages and action plan.
- Explain the stages of a social media crisis, including detection, identification, response and recovery.

| Module 9. Social Media Advertising Part I

Social media advertising is an element that exists under the umbrella of social media marketing. The difference is that while social media marketing can serve purposes like brand awareness and educating customers, the objectives of advertising are typically to get someone to buy a product, use a service, respond to a CTA, or even to participate in a discount or a promotion that a company is offering. Social media advertising is a nuanced process that involves figuring out your target audience (obviously!) and creating value around what your company is offering. Social media platforms offer tools specifically to help with advertising efforts, including monitoring and testing what works. One of the methods you will learn about in this module is called A/B testing whereby you might try out two different campaigns or advertisements to see which ones customers prefer. You will explore how social media budgets are used for advertising as well as how to measure the success of your advertising. Finally, you will discover the specific steps to create a Facebook advertisement.

***Learning Objectives*:** In this module, students will:
- Describe the differences between paid and organic social media.
- Given a scenario, identify the target objective and audience for an advertising campaign.
- Explain how to set a social media budget for an advertising campaign.
- Describe how to measure the performance of an advertising campaign.
- Describe the type of content that makes the best ads on social media, and how to test variations of ads using A/B testing.
- Create a Facebook advertisement, selecting the appropriate ad type, audience, budget, and metrics.

| Module 10. Social Media Advertising Part II

In this module, you will see more of the processes behind the concepts and strategies. You will learn about how to create ads using the tools on social media platforms like Facebook, Instagram, Twitter, LinkedIn, TikTok, and Pinterest. Each of the steps will be outlined so that you better understand how an advertisement or campaign goes from creation to publication across platforms. You will also review some of the best ways to identify where to place your advertisements. Not all advertising works on all social media.

The steps you took in other processes that you've discovered, like identifying your target audience, clarifying your objectives, and using the content you create in the best way possible, you will identify which platforms work best. Finally, you will uncover some best practices when it comes to creating impressive social media advertising campaigns.

***Learning Objectives*:** In this module, students will:

- Describe how to advertise on Instagram through a Facebook business page.
- Create a Twitter advertisement, selecting the appropriate ad type, audience, budget, and metrics.
- Create a LinkedIn advertisement, selecting the appropriate ad type, audience, budget, and metrics.
- Explain how to advertise on Google platforms (Google+, YouTube).
- Describe how to create a Promoted Pin on Pinterest.
- Given a scenario, describe how to select the best platform for your business.
- Describe best practices for creating social media advertising.

| **Module 11.** Social Media Metrics and Analytics

Any company that collects or works with large amounts of data - or big data - understands the importance of making meaning of the data they collect. In other words, you can collect all the data in the world, but without a way to organize it and use it in a beneficial way, it's not doing anything for your company. Social media generates many different forms of data, each with corresponding values and meanings. When big data is collected and analyzed, it is structured in such a way that social media marketing professionals can make sense of it and use it to plan budgets, future campaigns, and updates to marketing strategy. Throughout the module, you will identify ways to collect and analyze data so that you can effectively use it to improve your business as a whole.

Learning Objectives: In this module, students will:

- Describe what big data is, how it is related to social media, and the types of data that social media generates.
- Describe strategies for analyzing big data generated from social media.
- Identify the characteristics of big data, including volume, velocity, variety, veracity, confidence, context and choice.
- Describe what social media mining is and its process.
- Explain how to extract and archive data from social media.
- Explain the process of cleaning and transforming big data so it is ready for analysis.
- Describe how visualizing big data from social media can help a company when analyzing data.
- Describe how to calculate social media ROI.
- Identify the types of social media metrics that can be used for different stages of the social media funnel.
- Describe what a conversion is in social media, how to measure conversions and the various types of conversion attribution models.

| Module 12. Social Media Reporting and Optimization

You have aligned your brand with your target audience. You have created content that provides value to your customers. You have chosen the best platforms to use and have structured your advertising to work with the strengths of each platform. It's now time to generate the data that will reflect all of your efforts and create a social media report. Reporting is an important step for any marketing team because it justifies the time, resources, and cost that are necessary to create and maintain campaigns and run a marketing strategy. Reports may be provided to organizational leadership, used within the marketing team to make strategic decisions, and viewed by other stakeholders so that they better understand how marketing goals align with business goals.

Learning Objectives: In this module, students will:

- Describe what a social media report is and the steps for creating one.
- Identify types of social media reports and scenarios where they are useful.
- Explain how the audience should be considered when creating a social media report.
- Describe what social media optimization (SMO) is and how it fits into the social media strategy planning cycle.
- Explain how social media can be optimized by integrating it into traditional marketing campaigns.
- Describe methods of optimizing content for social media.
- Describe how metadata is used for SMO and identify the types of metadata protocols (Open Graph, Twitter Cards, and schema.org) and their tag structures.
- Explain how social media optimization (SMO) can have an impact on search engine optimization (SEO) and steps you can take to improve your SEO using SMO.