Social Media Marketing

Course Description

This online course examines the main social media platforms and their use as marketing tools.

In particular, we'll look at Facebook, Instagram, LinkedIn and Twitter.

We'll cover the main business benefits, along with how social media can provide increased market insight and help establish your company as an 'influencer'.

We'll discuss the sectors that use social media marketing the most and there's advice on how to get started with social media marketing, and how to choose the right platforms.

You'll see how to run campaigns with great content and compelling visuals and measure the effectiveness of your campaigns.

We'll show you how to create a Social Media Policy and use social media for internal communications.

You'll learn how to build social media into your recruitment campaigns, and train employees to use social media to promote your company.

Online security is crucial and we'll cover the basic aspects everyone needs to know.

Finally, you'll learn how to handle negative feedback on social media, and the T-E-A approach to handling complaints successfully.

Learning Objectives

By the end of this course, you will be able to:

- Understand the major social media platforms and their benefits as a marketing tool.
- Recognize the effectiveness of social media campaigns.
- Learn to deal with the positives and negatives of social media campaigns.
- Create and implement a social media Policy.
- Recognize the importance of online Safety.

Target Audience

This course is aimed at anyone who is responsible for the social media activities of their company, or who is wanting to get an overview of the subject to support their existing marketing activities.

Advantages

Online training is flexible, efficient and cost effective meaning the candidate can progress through the modules at their own pace and in their own time, so they can fit the training around their work and personal life.

Modules

Course	Module Number	Module Name	Pass % Required
Social Media Marketing	1	Introduction	70
Social Media Marketing	2	Business Benefits	70
Social Media Marketing	3	Getting Started	70
Social Media Marketing	4	Managing Campaigns	70
Social Media Marketing	5	Social Media Policies	70
Social Media Marketing	6	Handling Negative Feedback	70

Recommended System Requirements
• Browser: Up to date web browser
• Video: Up to date video drivers
• Memory: 1Gb+ RAM
• Download Speed: Broadband (3Mb+)

Duration: 50 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions*).