

SOCIAL MEDIA AND MARKETING



PRIME LEARNING GROUP

PREFACE

This program is the incorporation of elemental and cutting edge methodology to guarantee positive results. Its innovative system of hands-on, practical assignments assures the learner attains mastery of each competency. The term for this style of education is: Positive Results. Innovative Mastery Education, or PRIME.

PRIME goals and objectives are not just extremely important or intrinsic to understanding the content of the course; they also signify that the learner will achieve Positive Results using an Innovative method of Mastery Education.

The methodology employed in design of the course focuses on the learner.

- How do adults learn?
- How do adults best retain information?
- How does the course content relate to the adult's work experience?

Adult Education best practices or *andragogy* underlie each and every activity. The curriculum has been written by subject area specialists who have identified PRIME or core competencies for which they provide active learning or energized learning activities with a touch of FUN!: discussions, role plays, scenario investigations, case studies and practical assignments related to the learner's present situation. The learner will be able to go back to the office or job site and actually put into practice the PRIME objectives they have learned.

The curriculum organizes the theory that the professional is required to know. The PRIME program takes that theory and gives the learner multiple opportunities to practice and incorporate it into their reality so that it becomes "second nature". Learners are integral to the design of the course or program. The program is modified and customized to the needs of the participant as well as to the needs of the group as a whole.

PRIME is true to its promise. You will achieve Positive Results using Innovative Mastery Education. Welcome!

FOUNDATIONS OF SOCIAL MEDIA

“Social Media is not about the exploitation of technology, but service to community”

Simon Mainwaring

Are you contemplating starting a business? Are you an experienced business owner who is looking to give your business a boost to the next level? Are you looking for a more effective way of appealing to a wider market?

Social media is being used by all members of society. It is becoming the primary method by which people communicate, do their banking, shopping, arranging travel itineraries, expanding their knowledge, learning about the world, and almost every other facet of their lives. By using social media, you will be able to harness the technology for your business growth.

This course is designed to give you the background and foundational understanding of social networking in order to create a business social media campaign plan.

PRIME’s **Social Media and Marketing** program provides the skills, knowledge and attitudes that will assist you in marketing yourself and your business.

You will use Facebook, Twitter, LinkedIn in addition to YouTube, Instagram, Pinterest and other social media sites. You will analyze how these are used to gain brand recognition and market concepts, products and professional profiles.

You will:

- create a personal profile across social media sites
- create a marketing campaign

You will plan, design, deploy and measure a successful email or mobile marketing campaign.

Learning Objectives and Outcomes:

You will:

- Define social media, conversation and community
- Describe main principles, characteristics of social media
- Understand the history and trends of social media
- Describe social networking, social media and the difference between the two
- Describe crowdsourcing and some of its various forms
- Describe the benefits, issues and opportunities of social media
- Distinguish between and explain the characteristics and uses of social media channels
- Compare and contrast key social networking websites
- Identify rich media sharing, social bookmarking, location-based social networking
- Identify social media resources such as blogs, social networks, RSS feeds, podcasts, wikis, photo and video sharing sites
 - Create and maintain a blog using a common blogging platform
 - Compare and contrast the purpose and features of different types of social media,
 - Effectively utilize multiple forms of social media

- Understand the role of social media analytics and marketing
- Evaluate organizational considerations:
 - Getting buy-in
 - Risk mitigation
 - Role of governance
- Identify trends, best practices and dos and don'ts of social media

Course Outline

PRIME'S **Foundations of Social Media and Marketing** program is noted for its **high energy, interactive** and **relevant** activities. Over the day, you will engage in conversation, pair sharing and presentations through which you will examine your attitudes, abilities and potential regarding social media. During the course of the day, you will build a marketing strategy for your business. You will have a tangible plan to begin the phase of your business.

Topics Covered

You will investigate the essential topics of Social Media and Marketing.

Foundations of Social Media and Marketing
Background:
History and principles of online communication
Overview of social media
The role of social media in marketing and communications plan
Definition of online community
Best practices for managing social media communities
Consumers:
Identification of niche market
Engagement of consumers with community model
Build relationships with the community
Social Media Channels and Tools
Develop knowledge of range of social media channels and tools
Develop knowledge of how content is shared
Create Facebook, Twitter, LinkedIn profiles
<ul style="list-style-type: none"> • Customize profiles to make a good impression, promote self or business
<ul style="list-style-type: none"> • Use LinkedIn to search for people, companies and jobs

<ul style="list-style-type: none"> • Create and maintain a blog
Build your personal and professional brand
<ul style="list-style-type: none"> • Write and edit concise compelling copy for the web
<ul style="list-style-type: none"> • Create a voice
Use various blogging platforms and expand content into video
Building a Social Media Campaign
Develop promotional ideas
Develop campaign goals and objectives
Follow fundamental steps in building a social media campaign
Create a PR plan that integrates social media and existing social content and communities
Evaluate how different organizations and communities use social media to meet their goals

Tangible Outcomes

- Username available across main social media sites
- Building a profile with LinkedIn
- A community model/campaign
- Basic components of a social media plan