www.logicalimagination.com
800.657.1494

# Social Media Strategist

**Course #:** SM-100 **Duration:** 2 days

## Prerequisites

None.

## Details

What videos and hashtags are trending right now? Is your website integrated with popular social media platforms? Would Facebook advertising be a good fit for your organization? Should you have a blog? How can you monitor and respond to negative comments on social media? A talented social media strategist can answer these questions!

In this course, we examine the history of social media and how it has changed marketing and advertising initiatives in the world of business. We will tackle the major social media platforms and teach you how to develop and implement an organization's social media strategy. In two short days, you will acquire the essential skills to launch a career in social media, including everything from conducting market analysis to launching successful campaigns.

## Software Needed

None.

## Outline

- **The Rise of Social Media**
  - What is Social Media?
  - Evolution of Marketing
  - Five Barriers to Social Media Adoption
  - Benefits of Social Media to Organizations
  - The Growth of Social Media
  - Social Media Career Opportunities
  - Role of the Social Media Strategist
  - Social Media Certification Options
  - Strategic Social Media Operations
- **Conducting Market Analysis**
  - Strategic Planning
  - STP Analysis
  - Competitor Analysis
  - SWOT Analysis
  - Keywords
  - Keyword Research Tools
  - Successful Keyword Strategies
- **Setting Goals and Selecting Platforms**

- Social Media Goals vs. Business Goals
- SMART Social Media Goals
- Types of Social Media Platforms
- Platform Selection Process
- Popularity-Based Platform Selection
- Goal-Based Platform Selection
- Demographic-Based Platform Selection
- Content-Based Platform Selection
- Social Media Intimacy

- **Creating the Social Media Policy**
  - The Social Media Policy
  - FTC and Disclosure Best Practices Toolkit
  - Truth in Advertising
  - Online Endorsements and Testimonials
  - Intellectual Property
  - Brand Abuse
  - Trademark Issues
  - Trade Secrets and Privacy
  - Defamation

- **Integrating Marketing Strategies**
  - Brand Marketing
  - Online Brand Creation Process
  - Corporate Culture and Social Media

- **Developing Effective Content**
  - Content Marketing on Social Media
  - Types of Content
  - Trends in Content Marketing
  - Content Origination
  - Outsourced vs. In-house Content Production
  - Branded versus Common-Interest Content
  - Content Development
  - Content Tagging

- **Understanding Popular Platforms**
  - Blogging
  - Facebook
  - YouTube
  - Instagram
  - Pinterest
  - TikTok
  - LinkedIn
  - Twitter
  - Understand Platform Terminology

- **Launching Successful Campaigns**
  - Traditional Website Advertising vs. Social Media Advertising
  - Benefits of Native Advertising
  - Capitalizing on Contacts
  - Social Media Contests
  - Contest Platform Software
  - Social Media Documentation and Schedules
  - Social Media Management Tools

- **Managing the Community**
  - The Community Manager Role
  - Social Media Personas
  - Importance of Voice Consistency
  - The Successful Online Personality
  - Social Media Crisis Management

- **Providing Customer Service**
  - Organizational Customer Service
  - Social Media Triage
  - Benefits of Triage Plans
  - The Role of Social Media in Customer Service

    - Professionalism in Online Customer Service
    - Online vs. Personal Interactions
    - Sentiment Analysis and Social Listening
- **Measuring, Analyzing, and Reporting**
    - Social Media Analytics
    - Social Media Metrics
    - Key Performance Indicators (KPIs)
    - Tracking Metrics Over Time
        - Brand Health
        - Customer Service Experience
        - Conversions
    - Economic Value Calculation
    - Reports
    - Social Media Auditing
- **The Social Media Strategist Career**