

Advanced Social Media

Duration: 5 Days

Method: Instructor-Led Training (ILT) | Live Online Training

Course Description

This course teaches participants the advanced methods of Social Media Management. They will learn the strategy and paid advertising techniques, and how to master the various social media platforms. At the end of the course, participants will be able to monetize their business profiles.

Target Audience

This course is intended for:

- Persons who have the basics and want to take their social media marketing to the next level.

Prerequisites

To attend this course, candidates must have:

- Completed the *Beginning Social Media Management* course or have the equivalent knowledge and skills.

Course Topics

Module 1: Mastering the Platforms (Deep Dive into Each Platform)

- Facebook (FB)
- Instagram (IG)
 - Hashtags
 - Engagement
 - Stories
- YouTube
- Twitter
 - Twitter Etiquette
- LinkedIn



Course Topics *Continued*

Module 2: LinkedIn Strategy

- Professional Profile
- Business Page
- Expert Articles
- Perfecting Your Pitch

Module 3: TikTok

- Is it only for kids?

Module 4: Snapchat

Module 5: Quora

Module 6: Pinterest

- Pinterest for Business

Module 7: Facebook & Instagram Ads

- Introduction to FB Ads
- Core Elements of Effective FB Ads
- Creating the Ad
- Measuring Results of FB Ads
- Scaling & Remarketing
- Ad Accounts
- Three (3) Tier Ad Strategy
- Monetizing Other Platforms
 - LinkedIn Ads
 - YouTube Ads
 - Pinterest

Module 8: Content Creation

Module 9: Content Strategy

Module 10: Search Engine Optimization (SEO) & Social Media

Module 11: Social Listening & Reputation Management

Module 12: Social Customer Service

- How to Handle Trolls, Haters and Negative Comments Professionally

ACTIVITIES INCLUDED

