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Learning Style: On Demand

Technology:

Difficulty: Beginner

Course Duration: 13 Hours

Social Media Strategist



About this course:

Social media strategists are experts at managing online communities. They understand how to identify target users who might be interested in a particular product or service, and detail ways for businesses to reach those users. This course covers the path of becoming a social media strategist. Students will learn about the rise of social media, conducting and auditing market analysis, setting goals and selecting platforms, creating the social media policy and integrating

marketing strategies. They will also learn about developing effective content, popular platforms, launching successful campaigns, managing the community, customer service and measuring, analyzing and reporting.

The average salary for social media strategist is **$48,453** per year.

Course Objective:

After completing this course, students will have a working understanding of:

- The Rise of Social Media
- Conducting Market Analysis
- Auditing Social Media
- Setting Goals and Selecting Platforms
- Creating the Social Media Policy
- Integrating Marketing Strategies
- Developing Effective Content
- Understanding the Popular Platforms
- Launching Successful Campaigns
- Managing the Community
- Providing Customer Service
- Measuring, Analyzing and Reporting
- The Social Media Strategist Career

Audience:

This course is intended for:

- Small and medium-sized business owners, in any sector
- Self-contained business unit managers, eg imprints in larger publishing houses
- Managers in the non-profit and charitable sector

Prerequisites:

- A basic understanding of social media.

Suggested prerequisites courses:

- Introduction to Social Media for Business

Course Outline:

Course Introduction

Lesson 01 - The Rise of Social Media

Lesson 02 - Conducting Market Analysis

Lesson 03 - Auditing Social Media

Lesson 04 - Setting Goals and Selecting Platforms

Lesson 05 - Creating the Social Media Policy

Lesson 06 - Integrating Marketing Strategies

Lesson 07 - Developing Effective Content

Lesson 08 - Understanding the Popular Platforms

Lesson 09 - Launching Successful Campaigns

Lesson 10 - Managing the Community

Lesson 11 - Providing Customer Service

Lesson 12 - Measuring, Analyzing and Reporting

Lesson 13 - The Social Media Strategist Career

Course Conclusion

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