



Social Media Marketing

Week 1: Social Media as Part of Your Overall Marketing Plan

Lesson 1: Leveraging social media to form long-term connections

Lesson 2: Establishing metrics and growth goals

Lesson 3: Creating a unifying force for your campaign

Assignment: Define a hashtag as a unifying force in your campaign and build a campaign around it. Explain how the hashtag can create a through line for the campaign, and help find and engage your targeted audience.

Week 2: Establishing Channels and Protocols

Lesson 1: Defining the channels that best align with your company/brand/project

Lesson 2: Deeper dive into the nuances of social media

Lesson 3: Posting content effectively and maximizing use of limited assets

Assignment: List the social media channels that make sense for your company/ brand/ project and why. Provide three examples of social media channel use and include metrics on what's working and what isn't.

Week 3: Executing Social Media Strategies in Line with Company Goals

Lesson 1: Shaping the voice of the channels through fan/follower engagement

Lesson 2: Inside the marketing meeting – how to get what you need and make sure you're delivering what others need

Lesson 3: Hootsuite and other social media dashboards to manage and execute your social media plans

Assignment: Formulate a complete social media marketing campaign with defined overarching goals that are backed up with specific metrics

Week 4: Reporting, Testing, and Continual Improvement

Lesson 1: Reporting on campaigns and using regular reports to keep track of social media goals

Lesson 2: Finding pathways forward from your data

Lesson 3: Rewarding your fans and making them super-fans and brand advocates

Assignment: Assess your campaign. List three things that works, three things that didn't, and three ways in which you will improve the next campaign based on your assessment.