



## Public Relations: Social Media & Community Management

### Session 1: How To Engage Your Audience On Social Networks

**Lesson 1:** Getting started: how to enter into a social community and create content that gets noticed.

**Lesson 2:** Tagging, hashtags, and user generated content and how to utilize them in your social strategy.

**Lesson 3:** Influencer marketing and why it's important for a successful PR & Social Media Plan.

**Assignment:** Identify 3 high tier and 3 low tier social media influencers based on your brand's industry and demographic. Write a few sentences describing why each influencer would be a good partner for your brand.

### Session 2: CMS Tools – What You Need & What You Don't

**Lesson 1:** Developing a content calendar based on client needs and campaigns.

**Lesson 2:** Creating a Facebook cadence that will garner the most organic views.

**Lesson 3:** Scheduling tools for Twitter: Sprout Social, Sprinklr, Hootsuite.

**Lesson 4:** The importance of social trends and creating agile, socially relevant content.

**Assignment:** Students will be briefed on a brand's new product launch and the expected time frame of that launch. Through the leanings of this week's video, they will create a social media calendar for the first week of the product launch.

### Session 3: Social Listening – How Listening To Your Fans Can Shape A Successful PR Plan

**Lesson 1:** Hashtags and Listening Tools. What is social listening and what tools can you use to do it?

**Lesson 2:** Utilizing feedback on social media to reinforce or alter your PR plan.

**Lesson 3:** Identifying industry trends through social media and incorporating them into your own social content and PR strategies.

**Assignment:** Think of a trend you discovered on social media within the industry of your choice. Is it a new hairstyle, a song gaining popularity, a film everyone is talking about? Determine a brand that could have piggy backed off this trend and create a content strategy for them influenced by the trend.

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## Session 4: Developing KPIs to Measure The Success Of Your Community Management Efforts

**Lesson 1:** Determining your brand's social media objectives. Is it link clicks? Is it engagement? Is it follower growth?

**Lesson 2:** Why competitor share of voice is important on social media.

**Lesson 3:** How to measure long-term success on social media.

**Lesson 4:** How to improve your content strategy based on what content works best for your brand based on social analytics.

**Assignment:** Take the last 9 images off of your favorite brand's Instagram account and rank them from best to worst based off of the engagement on each post. Determine what content garners the most engagement and what gets the least engagement and why they did or didn't perform well.