

SOCIAL MEDIA – 2 DAY COURSE

Day 1

- What is Social Media?
- On Social Media
- Leveraging Social Media
- What's the ROI on social media?
- 10 keys to Social Media Success
- Social media tools
- Social networking sites
- Linked In – Professional Social Network
- Facebook
- Twitter
- Blogs
- Microblogging
- Video Sharing
- Social news & bookmarking
- Photo Sharing
- Message Boards / Internet Forums
- Wikis / Reference
- Virtual Reality
- Podcasts
- Really Simple Syndication (RSS)
- QR Codes

Day 2

- Social Media Strategy
- Reward from Social Media
- Strategic Investing Control Map
- Characteristics of Social Media
- Social Media Actions
- Elements of Social Media Management
- Business Strategy
- Marketing Strategy
- Best Practices
- 6 ROI Models
- Social Media Customer
- The 3 Big Questions
- 4 Levels of Social Customer Engagement
- 23 Use Cases of Social Media
- Hands-On
 - HootSuite
 - Buffer
 - SlackSocial

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