

## Social Media Learning Objectives

The learning outcomes associated with each social media session are included below:

### Session A: Introduction to Social Media

*By the end of the session learners will be able to...*

- ...understand the difference between traditional marketing and social media marketing.
- ...broadly define the functionality of LinkedIn, Facebook, and Twitter.
- ...identify the target demographics associated with each platform.
- ...evaluate the best social media platform(s) for their business.

### Session B: Benefits of Social Media

*By the end of the session learners will be able to...*

- ...understand five tangible benefits associated with using Facebook personal timelines and Facebook pages.
- ...understand four concrete advantages of using Twitter as a marketing tool.
- ...recognize five benefits of utilizing an up-to-date and active LinkedIn profile.

### Session C: Developing a Social Strategy

*By the end of the session learners will be able to...*

- ...develop social media marketing goals and objectives.
- ...develop an internal social media policy, including management, timing, and frequency.
- ...establish a process for dealing with negative comments.
- ...create a defined process-map in which to create social media updates.
- ...understand the benefits associated with third-party social media management tools.

### Session D: Using LinkedIn for Business Promotion

*By the end of the session learners will...*

- ...understand the benefits of developing and maintaining a LinkedIn profile.
- ...update *Basic Profile & Contact Card* information.
- ...update and manage the experience, education, and skills & expertise sections.
- ...formulate appropriate LinkedIn updates as a means to promote business activities.
- ...set-up a third-party management tool to manage their LinkedIn professional profile.

## **Session E: Facebook Page Branding**

*By the end of the session learners will...*

- ...understand how to effectively brand their Facebook page using cover photos and profile pictures.
- ...create Facebook updates to include links and page tags.
- ...demonstrate how to upload single and multiple photos.
- ...learn how to pin and highlight updates.
- ...understand the ideal post types and best times to engage.
- ...learn how to add the TripAdvisor application to their Facebook Page.
- ...set-up a third-party management tool to manage their Facebook Page.

## **Session F: Facebook Advertising**

*By the end of the session learners will...*

- ...define the key words/phrases associated with Facebook advertising.
- ...prepare goals, objectives, and target audience for an ad.
- ...create an ad with a call to action and appropriate image.
- ...demonstrate how to target the ad by choosing the audience.
- ...determine the optimal ad schedule, time, and budget.

## **Session G: Twitter Branding & Basic Set-Up**

*By the end of the session learners will...*

- ...define the key words and phrases associated with Twitter.
- ...demonstrate how to effectively brand their Twitter profile.
- ...develop an understanding of the best practices associated with Twitter.
- ...actively tweet through basic tweets, and tweets with photos and images.

## **Session H: Twitter Management**

*By the end of the session learners will be able to...*

- ...demonstrate how to follow accounts and create lists.
- ...demonstrate how to reply, favourite or RT tweets.
- ...actively use hashtags to engage in conversations.
- ...set-up a third-party management tool to manage their Twitter account.