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.