

## Social Media Learning Outcomes

When designing social media training programs it is important to develop learning outcomes, which provide the instructor and participant with appropriate mental framing. Learning outcomes create focused instruction as well as improve participant learning.

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

### Session A: Social Media Overview

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

- ...understand the difference between social media platforms, including functionality, target audience, and intended use.
- ...understand the business benefits associated with the social media platforms.
- ...determine which social media platform(s) is/are best for their business.
- ...be aware of the recent changes associated with popular social media platforms.

### Session B: Images & Social Media

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

- ...take photos using a camera, camera phone, or mobile device.
- ...utilize an online tool to resize images and change lighting/contrast, and colours for images to be used on social media.
- ...upload properly sized images to social media (i.e. Facebook, Twitter).

### Session C: Attracting & Retaining Social Media Fans & Followers

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

- ...understand how to integrate social media into existing marketing.
- ...implement tools and tactics to increase the number of Facebook fans and Twitter followers.
- ...understand how to communicate effectively on Facebook and Twitter.

### Session D: Facebook Advertising Techniques

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

- ...prepare goals, objectives, and a target audience for a traditional ad.
- ...create an ad with a call to action and image.
- ...demonstrate how to target the ad by choosing the audience.
- ...choose the schedule, time, and budget.
- ...set-up and manage a “Boost Post” and “Promote Page.”

## **Session E: Creating Effective Tweets**

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

- ...develop an understanding of the best practices associated with Twitter.
- ...actively tweet using photos, images and links.
- ...demonstrate how to reply, favourite or RT tweets.
- ...actively use hashtags to engage in conversations.

## **Session F: Trip Advisor Management**

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

- ...understand the importance of maintaining a Trip Advisor profile.
- ...demonstrate how to update their business listing.
- ...understand how to respond to comments on Trip Advisor.
- ...demonstrate how to integrate the Trip Advisor app on to Facebook.

## **Session G: Planning & Implementing a Social Media Campaign**

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

- ...create a social media campaign calendar, including optimal content and frequency.
- ...schedule updates (i.e. Facebook, Twitter) via third-party software.
- ...create and schedule Facebook advertising campaign and/or boost post.
- ...manage social media interaction/feedback.