

# Beginning Social Media

Duration: 3 Days

Method: Instructor-Led Training (ILT) | Live Online Training

## Course Description

This course teaches participants the basics of Social Media Management. They will learn how to identify their target markets, clarify which platforms their audience uses and tailor their message to fit their needs. At the end of this course, participants will be able to manage their own personal or business profiles.

## Target Audience

This course is intended for:

- Persons who are just starting with their social media presence.

## Prerequisites

To attend this course, candidates must have:

- Basic Word Processing Skills

## Course Topics

Module 1: Identifying Your Market – Your Ideal Client Profile

Module 2: Perfecting Your Message

Module 3: Choosing Your Platforms

Module 4: Securing Your Social Media Handles

Module 5: Introducing the Platforms

- Facebook
- Instagram
- LinkedIn
- YouTube
- Twitter

Module 6: Profile Optimization

- Personal
- Business

Module 7: Content Creation & Curation

Module 8: Social Media Strategy

Module 9: Organic Growth Strategies

Module 10: Groups & Community Management

Module 11: Facebook Creator Studio

## ACTIVITIES INCLUDED

