

Web and Mobile Design Series

Social Media Strategist



Social Media Strategist is the fourth course in the CIW Web And Mobile Design series. This course focuses on the use of social media in business. The course teaches individuals how to create a social media campaign, and how to analyze and present data in order to address organizational issues and make appropriate business decisions.

This course teaches the foundations of social media technologies, communication methods and how to engage consumers using various tools. You will learn how social media is used in a business setting, and how to use social media to boost brand recognition and achieve organizational goals. You will also learn how to build social media strategies and tactics, build and manage campaigns, and develop social media content. You will learn about major social media platforms, when and how to utilize each platform correctly in business to achieve organizational goals and strategies. This course will teach how to plan, develop, promote, deliver, present, and analyze social media activities. You will learn about how risks, reputation, crisis response, advertising and promoting are managed and maintained. This course will also teach you how metrics, analytics, reporting and social media optimization drive business goals and strategies.

Topics

Introduction to Social Media

- Social Media Introduction
- What Is Social Media?
- Social Media Foundation
 - Technologies
- Social Media Communication
 - Methods
- Social Media Consumers
- Types of Social Media
- Mobile Social Media
- Social Media Engagement
- Introduction to Social Media
 - Tools

Using Social Media in Business

- Embracing Social Media
- Business Adoption of Social
 - Media
- Organizational Goals for Social
 - Media
- Social Media Job Roles
- Social Media Impact on Business
- Boosting Brand Recognition
- Advantages of Social Media in
 - Business

Developing a Social Media Strategy

- Social Media Strategies
- Listening and Analyzing
- Analyzing Market Segments
- Personas
- Targeting the Audience
- Using a SWOT to Analyze a
 - Social Media Plan

Creating a Social Media Campaign

- What Is a Social Media
 - Campaign?
- Planning a Social Media
 - Campaign
- Campaign Project Management
- Planning a Campaign
- Campaign Strategies and Tactics
- Developing Social Media Content
- Curating Content

Social Media Platforms

- Platform Selection
- Choosing the Appropriate
 - Platform
- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Google+
- Media Sharing
- Industry or Niche Platforms
- Social Media Communities
- Gaining an Advantage from
 - Social Media Trends

Presentations and Business Blogs

- Social Presentations
- Planning a Presentation
- Developing Presentations
- Promoting Your Presentations
- Delivering Presentations
- Presentation Follow-up and
 - Analysis
- Presentation Technologies
- Business Blogs

Risks, Reputation, and Crisis Response

- Social Media Risks
- Assessing Risks
- Risk Management Strategy
- Social Media Policies
- Managing Social Media Data
- Legal and Regulatory Compliance
- Reputation Management

Social Media Advertising

- Social Media Advertising
- Advertising on Facebook
- Advertising on Instagram
- Advertising on Twitter
- Advertising on LinkedIn
- Advertising on Google Platforms
- Advertising on Pinterest
- Selecting the Best Advertising
 - Platform
- Social Media Advertising Best
 - Practices

Social Media Metrics and Analytics

- Social Media and Big Data
- Social media mining
- Social Media ROI and Metrics
- Tools for tracking metrics

Reports and Optimization

- Social Media Reports
- Social Media Optimization (SMO)

Target Audience

Individuals preparing to enter or continue in the workforce fields of Web site development and design can benefit from the CIW *Social Media Strategist* course and/or certification:

- High school students
- College students
- Technical/trade school students

Professionals working in Web site development, design and marketing fields for any industry can benefit from the CIW *Social Media Strategist* course and/or certification:

- Social Media Director and Managers
- Social Media Strategist and Analysts
- Project manager/coordinator
- Web marketing professionals
- Mobile application developers
- Creative directors
- Advertising professionals
- Entrepreneurs

Prerequisites

The CIW *Social Media Strategist* courseware requires an understanding of how internet technologies are used in business, HTML5 and CSS3 coding, and user experience development. Suggested prerequisites are the CIW *Internet Business Associate* course, the CIW *Site Development Associate* course, the CIW *Advanced HTML5 & CSS3 Specialist* course and the CIW *User Interface Designer* course, or equivalent knowledge.