

# Social Media Marketing Specialization



# Marketing on Facebook

# 01

## **Outline:**

- Define what a Facebook page is and how it works.
- Describe the benefits of adding photos and videos to your Facebook page.
- Differentiate among the different formats for adding photos and videos to your posts.
- Explain how to moderate your Facebook comments.
- Recall the process for setting up a promotion.
- Cite the importance of tracking your Facebook page views.



# Marketing on Instagram

# 02

## **Outline:**

- Recognize the primary uses of Instagram.
- Name three different types of useful information you can gather from competitors' profiles.
- Explain the benefits of running an ad campaign on Instagram.
- Identify ways in which feedback from users can help your organization.
- Apply modified settings to ensure that your account remains family-friendly.
- Determine which common Instagram hashtags can help increase the visibility of your posts.



# Marketing on LinkedIn

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03

## **Outline:**

- *Building a solid profile*
- *Creating a company page*
- *Optimizing for search*
- *Standing out as a solo business owner*
- *Creating a content strategy*
- *Writing posts that perform*
- *Posting videos on your LinkedIn profile*



# Marketing on Twitter

# 04

## **Outline:**

- *Why use Twitter?*
- *Building your profile*
- *Following others*
- *Exploring hashtags*
- *Defining your brand*
- *Crafting great tweets*
- *Generating leads*
- *Leveraging retweets*
- *Advertising on Twitter with promoted ads and tweets*



# Marketing on YouTube

## Outline:

- *Setting goals for YouTube*
- *Creating a business account*
- *Optimizing video*
- *Applying to the YouTube Partner Program*
- *Selling merchandise*
- *Attracting subscribers*
- *Managing comments*
- *Branding your YouTube page*
- *Optimizing videos for search engines*
- *Adding translations*
- *Viewing YouTube Analytics*

# 05



# Social Media for Government

## **Session 1:** Quality Management – What and Why

- Putting together a social media program structure
- Establishing a social media policy
- Public records and archives
- Comment moderation and freedom of speech
- Employee use of social media
- Improving service delivery
- Best practices for managing your agency's social media
- Writing a social media strategy
- The use of humor on government social media
- Dealing with negativity



# Social Media for Non-Profit

## **Session 1:** Quality Management – What and Why

- Explain how to listen to your audience through social media.
- Recognize the importance of proofreading and testing all the content in your blog before publishing.
- Identify ways in which blogging provides an edge or leverage over many social media platforms.
- Recall the category you must choose for your Facebook page to be able to incorporate a donations button on your page.
- Name the type of campaign you must choose to promote the advertisement of video content you post.





# Social Media for Small Business

# 08

## **Outline:**

- *Five examples of an organization's content.*
- *SEO strategies that will increase traffic to your website.*
- *The major platforms in social media.*
- *Predict the best social media strategy for a small business based on customer behavior.*
- *Prepare a social media plan using strategic considerations and measurable objectives.*
- *Define three tips for using social media to establish a solid customer relationship.*
- *Analyze data gathered through social media to perform A/B tests.*



# Social Media for Leadership

# 09

## Outline:

- Directing your company's narrative
- Humanizing the organization
- Creating a memorable brand
- Driving the industry
- Generating sales
- Mitigating a crisis
- Establishing which themes to address
- Choosing the right channels and tools
- Selecting a strategic engagement schedule
- Including your voice in company content
- Reviewing results



# Advertising on Facebook

# 10

## **Outline:**

- Targeting ads on Facebook
- Setting up an account
- Identifying your audience
- Refining audience with targets
- Choosing a budget
- Creating reports
- Choosing effective ad text and images
- Improving ad performance



# Advertising on Instagram

## **Outline:**

- Identify the necessary steps in creating an Instagram business account.
- Recognize appropriate specifications used to create high-quality advertisements.
- Name three targeting options in Facebook Ads Manager.
- Define reach and impressions.
- Determine the effectiveness of advertising strategies with the use of ad sets



# Advertising on LinkedIn

# 12

- *Who should and shouldn't advertise on LinkedIn*
- *Using Text Ads, Sponsored Content, and Sponsored InMail*
- *Audience targeting options*
- *Setting your bids and budgets*
- *Retargeting strategy*
- *Tracking your progress throughout the sales process*
- *Benchmarking and troubleshooting*



# Advertising on Twitter

## **Outline:**

- Recognize effective methods for building a powerful profile in Twitter.
- Explain how to define and target your audience.
- Differentiate among the different types of targeting on Twitter.
- Recall the various metrics you can view in your tweet manager dashboard.
- Explore how to leverage the power of Twitter Media Studio.
- Explain the differences between the tweet activity dashboard and the video activity dashboard.

# 13



# Advertising on YouTube

## Outline:

- Targeting ads on Facebook
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- Identifying your audience
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- Choosing a budget
- Creating reports
- Choosing effective ad text and images
- Improving ad performance



# Advertising on Instagram

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**Outline:**

- Basics of Google Ads
- Creating engaging video ads
- Creating a YouTube campaign
- Managing YouTube ads
- Analyzing ad performance
- Conversion tracking





# Social Media Marketing Tips

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## Trainer's Profile

Asif Ulfat received his BBA from the Philippines. He has also attended numerous trainings online and offline on B2B Marketing, B2C Marketing, Brand Management, Content Marketing, Digital Marketing, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Email Marketing, Pay Per Click Marketing and Social Media Marketing. He has worked with private enterprises and educational institutions in the Philippines, South Korea and Afghanistan to develop their Digital Marketing Strategies. He is currently working with CBA as part time Digital Marketing Trainer. He is currently working as public relation and social media strategist and advocate with UN Sustainable Development Solutions Network – Global Schools Program, New York Office. Asif Ulfat is also currently serving as a fellow at the Thailand Institute of Justice – Borderless Youth Forum Program facilitating the dialogue on justice in the digital space with youths from 5 continents and 55 countries.





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