

Lesson 1: Developing a Social Media Strategy

Lesson description:

Creating a promotional plan that takes advantage of social and digital technologies will help you shape the conversation, build loyalty, and attract new customers and partners. Social media shouldn't replace other inbound promotional methods like email, events or public relations, but instead, should augment them, offering another set of marketing channels for you to explore.

Videos:

- Why You Need a Social Media Promotion Strategy
- The Social Media Channels Explained
- Building the Foundation for Success - Setting Social KPIs
- Structuring Your Social Media Team for Now & the Future
- Evaluating the Best Social Tools for the Job
- Developing a budget and garnering executive buy-in

Topics:

- The reasons why a social strategy matters to your business
- Social network overview --what each channel does, what they are best used for
- Buyer's Journey in social
- Social KPIs
- Business goals tied to social media
- How to build your social team
- How to determine which social tools are right for you
- How to develop a budget and garner executive buy-in

Quiz Yourself:

- What are the benefits of having a social media strategy?
- Why does a buyer persona matter in social media?
- What are the steps you need to build a social media strategy?
- What are some reasons that a marketer would want to use one social platform over another?
- What is a vanity metric?
- What are the four categories of KPIs and how do they differ?
- What considerations do you need to make when planning how to structure your social media team?
- What are the different types of social media team models?
- What components should your social media team plan contain?
- What are the various kinds of social media tools available to marketers?
- What are the three tips that can help you narrow down your choice of a social media tool?
- What marketing tools can you use to delight customers into promoters?
- What considerations do you need to make when building a budget?
- What should you do if you are arguing for money to start a social media project?

Lesson 2: Social Media Listening and Monitoring

Lesson description:

Social media is so much more than a way to amplify your message—it's a powerful listening device that your whole company can learn from. It's important to understand the difference between social listening and social monitoring, how to build these simple processes into your routine, how to use social monitoring for competitive intelligence, and how to choose social media technology to fit your business needs.

Videos:

- Social Media Listening and Monitoring
- The Power of Social Listening
- Understanding Brand Conversation
- Watching the Competition
- Evaluating Social Listening and Monitoring Tools & Services

Topics:

- Social Media Listening
- Social Media Monitoring
- Customer Advocacy
- Inbound Recruiting
- Competitive Intelligence
- Brand Sentiment
- Social Monitoring Technology

Quiz Yourself:

- What's the difference between social listening and social monitoring?
- How can social media listening increase customer advocacy?
- How do you know which social networks to start with?
- Why should you be careful about monitoring competitors?
- How can competitive intelligence inform your sales and product teams?
- How do you develop a business case for a new social monitoring technology?

Lesson 3: Building a Content Strategy

Lesson description:

Social media is nothing without the content that makes it interesting for its users. Having great content can make all the difference when it comes to having the best reach and engagement for your brand, which in turn builds loyalty and drives sales. It's important to understand the basic types of social media content, how to develop a strategic plan and about key factors that will help the content you create to have the best results.

Videos:

- Content - the backbone of your social strategy
- Social Media Content: The Basics
- Developing your strategic content plan
- How Tone & Voice Make all the Difference
- Developing Social Media Content
- Demonstrating Industry Leadership Through Content Curation
- The Importance of Tagging, Timing and Testing Your Content

Topics:

- Developing a social-specific content strategy
- Understanding the various types of social content
- Creating a social content plan
- Tone and voice
- Content curation
- Timing, testing and tagging your content

Quiz Yourself:

1. What are the three main reasons people use social media?
2. What are the three types of social media content?
3. What different types of content can be created on each channel?
4. How do your social media goals and buyer persona figure into your content strategy?
5. What's the difference between tone and voice? Why do they matter?
6. What is content curation?
7. What are some reasons that content curation matters to your strategy?
8. Can you explain the importance of testing, tagging and timing for content?

Lesson 4: Extending Your Social Reach

Lesson description:

For brands that really want to amp up their overall reach, it's important to find ways to get messages into the hands of others—both influencers and the users themselves to proliferate. Social media practitioners need to understand how to take advantage of influencer marketing and how to encourage more people to generate content that highlights your brand, products and services in a positive way.

Videos:

- Taking Your Social Strategy to the Next Level
- The Varying Shades of Influencer Marketing
- How to Work with Influencers
- What is UGC and Why Does it Matter?
- Encouraging User Generated Content Among Your Audience

Topics:

- Why user generated content and influencers are important to your social strategy
- The different types of influencers
- How to work with influencers
- What is UGC (user generated content)
- How to encourage the development of UGC among your audience

Quiz Yourself:

1. How can influencer marketing and UGC make a difference to your social strategy?
2. What is one of the most important things to keep in mind when working with an influencer?
3. What are the different kinds of influencers?
4. What kinds of influencer campaigns are there?
5. What are some ways you can get started working with influencers?
6. What is UGC? Why is it important?
7. What is earned media?
8. How can UGC help your brand?
9. What are some ways to get users to create UGC?

Lesson 5: Using Social Media to Build One-to-One Relationships

Lesson Description:

Long gone is the time that marketers could push a message out to a social channel and be able to trust that their audience would see it. Now, with so many users and so many other messages, plus network algorithms that don't favor brands, it's more difficult than ever to use social media as a traditional push channel. It means that it's time to shift focus and start looking at social media at what it's best used for--building one to one, meaningful relationships. Individuals who engage with you on social are likely to trust you more, have deeper loyalty and will be more likely to recommend your products and services to others.

Videos:

- Why Social Engagement is the Heart of Your Social Strategy
- 1:1 Engagement: Getting Started
- What is Social Customer Service and Should I Be Doing It?
- How to Hit Business Goals Through Social Selling

Topics:

- The benefits of one to one engagement
- Engaging directly with your audience
- What is social customer service
- The benefits of engaging in social care
- Service Level Agreements
- Community guidelines
- What is social selling
- How to engage in social selling the inbound way

Quiz Yourself:

1. What are the benefits of engaging directly with your social audience?
2. What are the benefits of doing social customer service?
3. What are some of the benefits of social selling?
4. What is an SLA?
5. What are some things you can do to foster more general social engagement?
6. What are some things you can do to get started doing social customer care?
7. Why is a buyer persona important to social selling?
8. When should you pitch your product to a person in social media?

Lesson 6: Digital Advertising: The Basics

Lesson Description:

Digital advertising—the Inbound way—adds value by offering useful content, driving relevant traffic, and turning those visitors into high quality leads. Learn about the basics of journey-based advertising, how to create great ads, what the possibilities of each network are, and how you can begin to determine your advertising budget.

Videos:

- Why Digital Advertising is Important to Your Inbound Strategy
- Putting Your Ad Strategy in Place
- How to Create Remarkable Ad Content
- Understanding the Network Possibilities
- Determining your Ad Spend

Topics:

- A brief history of digital advertising
- The importance of digital advertising
- Journey based advertising
- Building ads for a strong Relevance/Quality Score
- Quick overview of each network
 - Facebook, Instagram, Messenger
 - LinkedIn
 - Twitter
 - Snapchat
 - Pinterest
 - YouTube
 - AdWords
- Understanding bids
- Calculating Lifetime Value for your customers
- Determining your ad spend

Quiz yourself:

1. How does digital advertising differ from the rest of your social strategy?
2. What is journey based advertising?
3. What content offers work at each stage of your buyer's journey?
4. What is a quality/relevance score?
5. What are five strategies you should adhere to when creating your ads?
6. What audience is on each of the social advertising networks?
7. What is a bid?
8. How do you calculate lifetime value of your customer?
9. What three data points do you need to begin determining what your ad spend should be?

Lesson 7: Measuring Your Social Return On Investment

Lesson Description:

What is social media return on investment, or ROI? Simply put, it's the results you get from everything you do in social media, ranging from protecting your reputation, building brand awareness and loyalty, retaining and satisfying customers, and directly earning or saving revenue. While social ROI is not easy to measure, you can and should be putting systems in place to regularly track your return on investment. This lesson covers all of the ways to do so.

Videos:

- Why Measuring Social Media ROI Matters
- The Social Media Audit: The Key to Understanding Your Success with Social Media
- How Do You Measure Social ROI?
- How to Tie Metrics Back and Transform Your Business

Topics:

- Conducting a social media audit
- Analyzing the competition
- Social media key performance indicators
- Calculating the ROI of a social media action
- How social metrics affect various parts of the business

Quiz yourself:

1. Why do you want to measure social ROI?
2. How can a social media audit help your business?
3. What metrics should you track in an audit?
4. What are some leading indicators of revenue success?
5. What are some KPIs you should consider tracking?
6. What social media expenses should you track?
7. How do you calculate social ROI?
8. What are some things that social media and metrics can affect?

Lesson 8: Social Media Essentials for Continued Success

Lesson Description:

Social media is an evolving field, and understanding the challenges, risks, and opportunities for continued success is critical for social media professionals. Learn about the importance of understanding the governance and risks associated with social media through proactive word of mouth programs like employee advocacy and social media plans. In addition, social media activities are not only positive events, but may offer new challenges with significant and negative consequences to a business. Having a crisis plan that is adaptive and proactive is critical for social media success.

Videos:

- Why Social Media Doesn't Stop Here
- Understanding Social Media Governance and Risk
- Putting a Crisis Management Plan in Place
- Building an Employee Advocacy Program

Topics

- Overview of social media for continued success
- Social media policy definition
- Social media components
- Social media crisis definition
- Types of social media crises
- Crisis communication plan
- Stages of a crisis
- Best practices for effective and proactive crisis communications
- Employee advocacy
- Employee advocacy buy in steps

Quiz yourself

1. What are the four areas to know when exploring continued success in social media?
2. What are some main guidelines and questions employees need to ask about social media?
3. What is the difference between bashtags and hashtags?
4. What is a social media policy?
5. What are the benefits of having a social media policy?
6. What are some of the issues employees may be faced on social media?
7. What are the ethical and legal implications that are included in a social media policy?
8. What are the main components that need to be in a social media policy?
9. Define what a crisis is and how this compares with a social media crisis.
10. What are the types of social media crises?
11. What are the different crisis stages and what actions need to happen in each of these stages?
12. What are must have components for an effective crisis communication plan?
13. What are the takeaways from the Southwest Airlines and Uber case studies?

14. What are some proactive steps to take if a crisis hits on social media?
15. What is employee advocacy?
16. Why is an employee advocacy program important?
17. What are the steps to take to start an employee advocacy program?
18. What are some ways to incentivize employees to participate in employee advocacy programs?