



University of Phoenix®  
Professional Development

# Social Media Marketing Essentials



**Build a better you**



**Skill-focused**



**Self-paced**



**Job-ready**

# Course overview

Discover how to leverage the power of social media to impact an organization at various levels. In this course you can learn the skills needed to effectively use Facebook, Instagram, LinkedIn, Pinterest and Twitter social media marketing platforms. Build the knowledge you need to drive traffic, craft engaging content and use marketing analytics to power your social media marketing strategy.<sup>1</sup>

<sup>1</sup> Facebook is a registered trademark of Facebook, Inc., Instagram is a registered trademark of Instagram, LLC., Pinterest is a registered trademark of Pinterest, Inc., Twitter is a registered trademark of Twitter, Inc. or its affiliates.

## Skills you'll learn

- Identify social media platforms and distinguish applications based upon platform affordances
- Assess planning and execution of social media marketing campaigns for viability and effectiveness, given specific market and campaign parameters
- Interpret relevant analytics regarding campaign performance for a given metric and campaign goal
- Evaluate Social Media Marketing Plan elements for a given set of marketing goals and limitations and conditions





## Key topics

- Social media marketing planning
- Top five social media platforms – Facebook, Instagram, LinkedIn®, Pinterest, Twitter
- Social data, insights and analysis



# Course outline

## 1 of 2

### **Course Introduction**

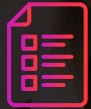
- Getting Started
- Course Welcome

### **Module 1 - From Initial Strategy to Execution - Devising the Optimal Social Media Marketing Campaign**

- #Word: Defining Social Media Elements
- Developing a Social Media Foundation
- Creating Your Social Media Strategy
- Building Your Social Media Organization
- Crafting High-Quality Content
- #FYI Module 1: Did you Know?
- IRL Practice #1
- Module 1 Reflection
- #IYKYK: Social Media Marketing Planning Summative Assessment

### **Module 2 - Creating Your Social Media Strategy**

- #Word: Social Media Roles and Terms
- Facebook
- Twitter
- LinkedIn
- Pinterest
- Instagram
- Leveling Up: Paid Advertising Across Platforms
- #FYI Module 2: Did you Know?
- IRL Practice #2
- Module 2 Reflection
- #IYKYK: Identification Apps and Their Uses Summative Assessment



## Course outline 2 of 2

### **Module 3 - Measuring Your Social Media Performance**

- #Word: Performance and Growth Measurements
- Measuring Your Social Media Performance
- Fine-Tuning How You Measure Progress
- Leveling Up with Google Analytics
- #FYI Module 3: Did you Know?
- IRL Practice #3
- Module 3 Reflection
- #IYKYK: Interpreting Analytics Summative Assessment

### **Module 4 - Building Your Social Media Organization**

- #Word: User Trends
- Leveling Up: Deciphering Data to Make Decisions
- Interactivity: Post This, Not That
- Social Media Automation
- Social Media and Your Team
- #FYI Module 4: Did you Know?
- IRL Practice #4
- Module 4 Reflection
- #IYKYK: Campaign Performance Evaluation Summative Assessment



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# Ready to start learning?

Start building new skills one course at a time.

**Have questions? Visit**

<https://www.phoenix.edu/professional-development/faqs/>