

# **Introduction to Social Media for Business**

**Modality: On Demand**

**Duration: 9 Hours**

## **About this course:**

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. With two thirds of the global internet population visiting social networks, businesses are increasingly utilizing these platforms to engage with clients and other businesses, don't get left behind! Social Media is an extremely effective form of marketing which can be used to increase brand awareness, brand loyalty, customer service, and lead to increased sales. It can be used to present a business brand to millions of people worldwide. This beginner level course provides businesses with an understanding of social media as well as providing straightforward advice and guidance on implementing a successful social media campaign.

The national average salary for a Social Media Marketing is **\$49,395** per year.

## **Course Objective:**

After completing this course, students will have a working understanding of:

- What Social Media is
- The benefits of Social Media for business
- How to get started and how much time it will take
- The different ways of using Social Media
- How to run a successful campaign
- Return On Investment (ROI)

## **Audience:**

This course is intended for:

- All businesses wanting to learn about social media and how to implement a successful social media campaign.

## **Prerequisites:**

There are no prerequisites for this course.

## **Suggested prerequisites courses:**

- [Social Media Strategist](#)

## **Course Outline:**

## **Course Introduction**

## **Module 01 - Pinterest**

## **Module 02 - Facebook**

## **Module 03 - Twitter**

## **Module 04 - Google+ Advertising and Networking**

## **Module 05 - LinkedIn**

## **Module 06 - YouTube Channels**

## **Course Closure**