Document Generated: 11/14/2026

Learning Style: On Demand

Technology:

Difficulty: Beginner

Course Duration: 13 Hours

Social Media Strategist



About this course:

Social media strategists are specialists at overseeing web networks. They see how to distinguish target clients who may be keen on a specific service or product and detail ways for organizations to arrive at those clients. This course includes the way of turning into a social media strategist. Understudies will find out about the conducting and auditing market analysis, the rise of social media, creating the social media policy, setting goals and selecting platforms, and incorporating

marketing strategies. Also, they will find out about popular platforms, developing effective content, managing the community, launching successful campaigns, analyzing and reporting, customer service, and measuring.

The normal pay for online life strategist is $48,453 annually.

Course Objective:

After finishing this course, learners will have a working experience of:

- Selecting Platforms and Setting Goals
- Conducting Market Analysis
- Measuring, Analyzing and Reporting
- Auditing Social Media
- Developing Effective Content
- The Rise of Social Media
- Launching Successful Campaigns
- Creating the Social Media Policy
- Integrating Marketing Strategies
- Providing Customer Service
- Understanding Popular Platforms
- The Social Media Strategist Career
- Managing the Community

Audience:

This course is designed for:

- Medium-sized and Small business owners of every sector
- Managers non-profit sector
- Self-contained managers of a business unit, like imprints in bigger distributing houses

Prerequisites:

An essential comprehension of social media.

Recommended prerequisites courses:

Introduction to Social Media for Business.

Course Outline:

Course Introduction

Lesson 01 - The Rise of Social Media

Lesson 02 - Conducting Market Analysis

Lesson 03 - Auditing Social Media

Lesson 04 - Setting Goals and Selecting Platforms

Lesson 05 - Creating the Social Media Policy

Lesson 06 - Integrating Marketing Strategies

Lesson 07 - Developing Effective Content

Lesson 08 - Understanding the Popular Platforms

Lesson 09 - Launching Successful Campaigns

Lesson 10 - Managing the Community

Lesson 11 - Providing Customer Service

Lesson 12 - Measuring, Analyzing and Reporting

Lesson 13 - The Social Media Strategist Career

Course Conclusion

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