

SOCIAL MEDIA MARKETING CERTIFICATE PROGRAM

*STUDENTS ENROLLING IN SOCIAL MEDIA COURSES MUST HAVE KNOWLEDGE ON HOW TO
USE A SMARTPHONE, COMPUTER, AND THE INTERNET.*

SOCIAL MEDIA MARKETING

The landscape of social media marketing is constantly evolving. In order to gain the competitive edge, companies who once relied on traditional marketing strategies, now need to uncover an entirely different set of tools, online networks, and tactics geared specifically to individual platforms.

In this course, participants will learn how to drive traffic, gain credibility, build brand loyalty, develop a tribe for social sharing, explore the use of Influencers, and ultimately, leverage social media to increase the bottom line. Discussion will include:

- How to Conduct Research & Know Your Market
- Develop a Strategy
- Make It Easy for Consumers to Buy on All Devices
- Community Building
- Create Real Value
- Create Quality Posts
- Utilize SEO Strategies, and Much More.
- A Brief Overview of Hootsuite

SMARTPHONE PHOTOGRAPHY FOR IPHONES

Whether for business or pleasure, learning to take better images with your mobile phone's camera can be fun and easy. In this class, participants will first explore some of basic principles of photography such as: The Rule Of Thirds, composition, framing within a frame, leading lines, the use of negative space, color contrast, texture, and natural verses flash lighting.

Next, we take a look at how to: adjust the focus & exposure, Apps for iPhones & smartphones, additional gear available, lens recommendations, how to shoot in HDR, Macro, Portrait and Landscape modes, and finally, how to make the most out of iPhone Live.

Requirements: Smartphone and/or iPhone - be sure to know your personal username & password for downloading apps on your phone.

SOCIAL MEDIA GRAPHIC DESIGN APPS FOR SMARTPHONES & TABLETS

Discover how simple it can be to create beautiful photos, logos, and social media graphics using apps on your mobile device or tablet.

In this class, the topics of Social Media, Branding, Typography, Color Theory, and the Psychology of Advertising will be discussed.

Students explore the Graphic Design Apps and have the opportunity to: edit images, create a Facebook Cover, design a cool photo collage for Instagram, make a vector graphic and explore stock photography & font websites.

Whether you are novice or a serious designer looking to ramp up for your next social media campaign, this course is designed to streamline the process with the use of mobile apps.

Requirements: Smartphone and/or iPhone - be sure to know your personal username & password for downloading apps on your phone.

VIDEO MARKETING

Many of the social media platforms today now offer video capabilities. As a result, video is quickly becoming the number resource to leverage your business, products and services online.

In this hands-on course, participants will explore the strategy, processes, and messaging that make video marketing so desirable on Facebook, YouTube & Instagram. Learn how to make a one minute storyboard for a video, and shoot a video project in class.

CREATING A SUCCESSFUL FACEBOOK PAGE FOR BUSINESS

A key ingredient for success utilizing a Facebook Business Page is the implementation of “The Pareto Principle.” More commonly known as the 80/20 rule, where 80% of social media posts should inform, educate, and entertain your audience, while only 20% should directly promote business. This tried and true method of engagement radically increases the rate of conversion for businesses who make use of it.

In this introductory course, participants will learn how to setup a Facebook Business Page, explore available creation tools online, generate a paid Facebook ad, decode a posts' analytics/insights, create enticing titles, generate a simple and fast live video, upload images, explore Messenger and much more.

Requirements: Students having an already established Business Page should come prepared with the user name and password for the account. Bring a credit card if you want to setup a Facebook ad during class.

INSTAGRAM FOR BUSINESS

Using Instagram for small business is a powerful (and affordable) way to grow your company. Visually appealing & entertaining, this social media platform offers many tools for converting traffic into engagement, and engagement into business. In this hands-on class, participants will learn how to set up an optimized Instagram Business Account. The class includes an overview of how Instagram works and to how to make it work for your business.

Other topics include:

- How Algorithms Work
- Installing the Instagram App
- The 20% Rule
- 3 Second Rule
- Instagram Stories
- Instagram Live
- IGTV

- Thumbnails
- One Minute Video
- The Casino Effect
- Why Naming is Important
- Compelling Captions
- Hashtags
- Content Marketing
- Pay Per Click
- Tagging & Links
- Relationship Building
- Trailers
- When to Post
- Running a Promotion

YOUTUBE MARKETING

As the internet's second largest search engine, YouTube offers great potential for businesses to improve SEO and overall brand presence. Understanding the strategic formulae behind that will deliver unique content that is relatable for viewers to consume and share is essential for the Channel's success.

In this course, participants will learn how to:

- Start a YouTube Channel
- Storyboard a Concept
- Make a Video on a Mobile Device
- Upload and Edit on YouTube
- Create a Headline, Description ,an Ad, and a Call to Action
- Optimize a Channel Page To Drive Traffic

LINKEDIN MARKETING

Professionals around the world use LinkedIn for networking, job searches, and marketing. Understanding how to reach your target audience and organic ways to stand out is what this course is all about. Participants will create a LinkedIn account, create a stellar profile, learn the rules for digital marketing, and discuss content creation, storytelling, and imagery. We will also explore the different account types available on LinkedIn and what each one has to offer.

HOW TO START A PODCAST

A podcast is a wonderful tool for gaining credibility, broadening your reach, and introducing your expertise or brand to an entirely new audience.

In this course, participants will learn:

- How to Choose a Compelling Topic
- Compare the Top 5 Podcast Hosting Companies
- Create a Podcasting Schedule
- Select Featured Guests
- Equipment
- Record, Edit and Publish Podcast Episodes

A STEP-BY-STEP GUIDE TO CREATING YOUR OWN WEBSITE

In today's marketplace, building a user-friendly, easy to navigate, mobile-ready website is essential to any business, large or small. This course is suitable for first time, non-technical web builders, as well as those looking to update and refresh an outdated website.

Topics to be covered include how to:

- Check Availability of a Domain Name
- Register a Domain Name
- Choose a Web-Hosting Platform
- Customize the Look and Design of Website Drag & Drop Template
- Upload & Resize Images Utilizing Web Templates and Drag and Drop Tools
- Introduction on How to Develop a Proper Digital Marketing Strategy
- Branding
- Blogging and Vlogging, (also called "Video Blogging")
- E-Commerce Solutions