



Introduction to Social Media Marketing Course Outline

This program is a 8-hour program, two hours per week.

Course 1 – What is Social Media?

- Marketing Introduction
- What is Avatar
- Understanding Audience
- Professional Overview (Social Media Manager, Community Manager)

Course 2 – Branding & Competitors

- Keyword Research
- Hashtag Research
- Competitor Research
- Advertisement Concepts

Course 3 - Content Planning & Production

- Canva Design
- Content Calendar
- Metaverse
- Facebook Business, Facebook Creator

Course 4 - Building Content

- Instagram Shoutouts
- Facebook Creator (FB-Instagram)
- Google My Business
- Pinterest/TikTok/LinkedIn (upon requested in first class)