

FUNDAMENTALS OF SOCIAL MEDIA MARKETING

Available Dates: **Call for Availability**

Class Length: **1 day**

Cost: **\$299**

[Email Computer Visions about this class](#)

Class Outline:

Unit 1: What is Social Media Marketing?

- Big Brands and Social Media
- Small Business and Social Media
- Social Media and You

Unit 2: Blogging

- Introduction
- History
- Protocol
- Platforms
- Content Strategies
- Building an Audience
- Takeaway Tips

Unit 3: Twitter and Microblogging

- Introduction
- History
- Protocol
- Clients
- Takeaway Tips

Unit 4: Social Networking

- Introduction
- History
- Protocol
- Facebook
- Linkedin
- Myspace
- Takeaway Tips

Unit 5: Media Sharing

- Introduction
- History
- Protocol
- YouTube
- Flickr
- SlideShare
- Takeaway Tips

Unit 6: Social News and Bookmarking

- Introduction
- History
- Protocol
- Digg
- Reddit
- Stumbleupon
- Delicious
- Niche Sites
- Takeaway Tips

Unit 7: Ratings and Reviews

- Introduction
- History

- Protocol
- Yelp
- Other Sites
- Takeaway Tips

Unit 8: Forums

- Introduction
- History
- Protocol
- Research
- Engaging
- Takeaway Tips

Unit 9: Virtual Worlds

- Introduction
- History
- Protocol
- Second Life
- Takeaway Tips

Unit 10: Strategy, Tactics and Practice

- Introduction
- Monitoring
- Research
- Campaigns vs. Ongoing Strategies
- Integration
- Calls to Action
- Takeaway Tips

Unit 11: Measurement

- Introduction
- Metrics
- Goal Setting
- Software
- Takeaway Tips