



**COURSE CONTENT  
SOCIAL MEDIA  
DURATION: 1 DAY**

# Overview

## **SOCIAL MEDIA COURSE CONTENTS**

### MODULE 1 – GETTING TO KNOW SOCIAL MEDIA

1. What is social media?
2. Popular Social Media Platforms
3. What are the fundamentals?
6. How social media impacts business
7. Research Proves Social media has an impact on business

### MODULE 2 – KNOWING YOUR AUDIENCE

1. The purpose of social media
2. Why do people use social media platforms?

### MODULE 3 – CREATING AND MANAGING SOCIAL MEDIA ACCOUNTS

1. Creating social media accounts
2. Managing social media accounts
3. Tools to keep content relevant and engaging
4. Netiquette

### MODULE 4 – USER GENERATED CONTENT

1. Facebook
2. LinkedIn
3. Twitter

