



SOCIAL MEDIA & DIGITAL FAST-TRACK

OVERVIEW

Technical difficulty: 2/10

Theoretical difficulty: 6/10

Prerequisites: A professional working background

This course assumes no prior social media knowledge in a business context, but it is NOT for beginners.

The program will suit people with a sound business, marketing, sales or communications background who need a digital top-up. For instance, you have been given expanded digital responsibilities as part of your work role, are returning to the workforce after an extended leave, embarking on a career move, bringing digital responsibilities in-house after using an agency, or are about to set up your own business.

We keep class sizes small – 15 participants, max – so that there's always time for questions or clarification. For HR or resume purposes, certification of attendance is provided.

THE PROGRAM

The social media and digital platforms covered within this course include:

- Facebook
- LinkedIn (Company Pages)
- Instagram
- YouTube
- The Website
- Google Analytics

Across these platforms the following themes are explored:

- **Content requirements.** Hint: more quality, less quantity.
- Is a social media **budget allocation** necessary? Most probably, yes.
- That latest social media **algorithm update** and why you should ignore it.
- Generating reports – maintaining a focus on **business-level numbers**, not vanity metrics.
- **Video content** – social media cat-nip.
- Content marketing – positioning a brand as the **subject-matter expert**.
- Search Engine Optimisation – **page 1 of Google** and how to earn your place there.
- Social media conventions – using **tags, hashtags and attributions** in context.

Even if you have been working with social media for some while, this would be an opportunity to refamiliarise yourself with other nuts-and-bolts marketing concepts such as increasing the effectiveness of your website as a sales funnel, drawing insights from a Google Analytics report, optimising your website, blog or YouTube videos for organic search (search engine optimisation) and how to fully open your content marketing tap.