Social Media Creating Your Organization’s Competitive Edge

6 contact hours
May 8 and May 10
6:00pm-9:00pm
Red Rocks Community College
.60 CEUS
$90

Course Goal: Students will leave the class with a basic social media content plan for their business. This plan will include documentation for:
- The essential tools for discovering & developing audience.
- Appropriate social media platforms for a brand or company.
- Unique selling proposition.
- Helpful tools and the proper execution of a successful social media presence for business.
- Students will set up at least one social platform during class.

Course Introduction and Orientation
Social Media identity for a company is critical in today’s business environment. Here’s why:
- In 2015 Facebook influenced 52 per cent of consumers’ online and offline purchases, up from 36 per cent in 2014. (Source: The Drum)
- There are 1.5 billion logged-in YouTube monthly active users visiting the website at least once a month. (Source: YouTube official blog)
- There are now more than 50 million small businesses using Facebook Pages to connect with their customers (Source: Facebook).
- 71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others. (Source: Forbes)

By utilizing social media channels you will not only grow your business but open a two-way conversation with your consumers, ultimately leading to better decisions that drive income earning potential for your business.

This social media course consists of two evening classes with hands on learning and expertise in setting up your social media platforms and the best way to deliver meaningful and engaging content to grow your audience. Class exercises and discussions will include:
- The class will research and find a targeted audience and discover the best social media channels to engage the audience.
- Students will be equipped with Social Media 101 strategy and content skills to take back to their businesses and execute right away.
- The instructor will assist each student with setting up at least one social media channel with appropriate security measure in place to assure successful launch and participation for each student.

Before attending class, students are required to read the following articles in preparation for discussion and exercises related to social media
03.15.18
Reading and listening assignments for session one:

Social Media 101: 10 Tips for Small Businesses Just Getting Started
The Storytelling Strategy That BuzzFeed and Star Wars Have in Common Sally Hogshead: ‘It’s Good to Be Better, But It’s Better to Be Different’
Session One: Learning Objectives and Modules (3 hours)

Module 1: Identify your unique selling proposition
1: Students will be able to explain the unique selling proposition of the business and why it is important.
   - Why is it better to be unique? Better is not better.
   - Create a list of unique selling propositions for the business/company.
   - Understand the challenges of a competitive market place & why social media marketing is critical to a small business today.
   - Students will work in small groups to evaluate a case study presented on two competing brands and their unique selling propositions. Which one is better in market and why?

Module 2: The Audience for your business
2: Students will learn how to identify the most important audience to target for their business and why.
   - Create an audience profile for your business based on the Unique Selling Proposition.
   - Understand where the audience resides in a social media climate.
   - Talk about the appropriate voice and tone that will perk an audience ears up and engage them with your product.
   - Students will complete a short writing exercise targeted at their audience with brand message scenario examples.

Key Student “Take-Aways”
- Explain why having a social media marketing presence is key to a successful business in 2018 and beyond.
- Understand and vocalize what a unique selling proposition is and why it is important for business strategy.
- Why targeting to a specific audience is better for a business than a widespread audience approach?
- Students will study and create a viable target audience with demographics for their business.
- Students will have a clear understanding of the most appropriate social media platform for their business to use. And why ALL platforms aren’t essential to a social media plan.
- Essentials of digital writing for post will be shared and content created using these concepts.

Module 3: Creating a content plan for social media marketing
3: Students will create a content plan and execution strategy for social media marketing profiles.
   - Discover the types of content that are interesting to your audience: blog, video, memes, infographics
   - Consider the frequency of posting, and types of post that are appropriate.
   - Learn about free tools that help brands create and manage the flow of content
   - Learn about content aggregators and how they can help manage the creation of new ideas.
   - Set up an account on either a content aggregator or content design site/ free accounts only.

Key Student “Take-Aways”
- Students will receive a list of free social tools and understand how to use at least one content management system.
- Demonstrate content types to rotate in social engagement, as well as creative tools to use for posts.
- Students will be introduced to and understand laws surrounding copyright regarding photo usage.
- Students will create a content calendar and populate it with content ideas appropriate for audience.
- Students will be able to demonstrate best practices for content construction and usage.
Module 4: What about the competition? Are you listening?

4: Students evaluate similar brands and see what they do to interact with fans. This analysis will help students to understand the best way to position their brand and conversational techniques for the social platform of choice.

- Conduct an analysis of similar brands, what are they doing that is good/ where have things gone wrong and what should a brand do to change that?
- Students will conduct a social media scavenger hunt finding brands that have:
  1. Shared a post from another brand.
  2. Responded to a customer question or complaint
  3. Created a post that was amusing to the audience.
  4. Find a social media account that supports a non-profit or cause. What do the post look like?
- Understand why listening to what is being said about your brand is important.
- Know how to respond to a negative comment or attack on your brand or company.

Key Student “Take-Aways”
- Will have an overall understanding and write engaging content appropriate for audience and brand.
- Students will understand the strategy of listening to your audience, and how to build a community.
- Students will receive a list of best practices and tactics to use when a brand is being attacked.

Session Two: Content and Execution (3 hours)

Reading assignments for session two:

Want to Win at Social Media? Here's What Followers Want, According to Experts at SXSW

Seven Simple Ways to Increase Customer Retention Using Social Media [Infographic]

Social Media Demographics to Inform a Better Segmentation Strategy

Module 5: How to engage your audience on social media

5: Students will understand the value of building a community and the psychology of social media users.

- What does an audience expect when they follow or like your brand on social media?
- Why you shouldn’t ONLY post about your brand.
- Engaging content for different demographics will be explored.
- Students will create a piece of content that would be appealing to the target audience.
- Case Study- (Ice Bucket Challenge)

Key Student “Take-Aways”
- Students will design a content post about their brand.
Engagement tactics will be discussed and executed in a second brand post.
Understand and explain why brands messages shouldn’t focus only upon themselves.
Students will create a list of audience listening tools.

**Module 6: What is the best social platform for your business?**

6: Students will identify at least one social media platform to set up for their engagement plan.
- Which social media platforms are the best and easiest to use?
- How many times per day do you need to post to social media and what are the best times to post?
- What is the best type of content or content requirements for each platform?
- What are hashtags?
- Exercise - set up a social media page for your brand.

Key Student “Take-Aways”
- Students will create a social media profile for their brand on the appropriate platform.
- Creation of this profile page will include images, logos and a first content post.
- Students will understand the commitment that building a community takes.

**Module 7: What is SEO & SEM and why do they matter?**

7: Students will learn about the basic elements of Search Engine Optimization and Search Engine Marketing and why they could be an important element to social media marketing.
- What is Google Analytics and is it important in the scheme of things?
- How do you find analytics for on each social platform and evaluate success?
- Discuss why analytics are important to brands.
- Students will do a team exercise using Google Trends.
- Students will conduct a general search for keywords connected to their brand.

Key Student “Take-Aways”
- Students will demonstrate brand knowledge by creating a list of keywords that are appropriate for their brand.
- Students will have basic knowledge and understanding of SEO & SEM and be able to tell the difference.
- Students will have basic information about Google Analytics and individual social platform analytics and understand where to find them.

**Module 8: Tricks and Tools for engagement and sanity.**

8: Students will explore a list of free software programs that can help them with social engagement and post creation. They will also have the opportunity to ask any outstanding questions in regard to social media or topics that they still feel need clarified.
- Explore content management systems and the benefits of each.
- Explore social analytics available within each platform. Create a dashboard.
- How do you build a social marketing campaign?
- Analyze an individual post and decide if the post was successful. What could be changed about the post to increase its engagement?
- How to run a contest on social media?

Key Student “Take-Aways”
- Students will be able to evaluate a successful post.
- Students will understand what a social marketing campaign is and how it works.
- Students will have a list of free and paid tools to assist with contest and campaigns.
- Participants will create and share an analytics dashboard.