Course Outline

Social Media Management Course

Duration: 3 months

Module 1: Introduction to Social Media (3 weeks)

- Understanding Social Media Platforms
- Audience and Demographic Insights
- Creating Social Media Profiles

Module 2: Content Creation and Strategy (4 weeks)

- Developing Content Strategies
- Creating Engaging Posts
- Visual Content and Graphic Design for Social Media
- Video Content Production

Module 3: Community Management (3 weeks)

- Building and Managing Online Communities
- Engagement Strategies
- Handling Feedback and Criticism
- Crisis Management

Module 4: Social Media Analytics (3 weeks)

- Measuring Social Media Performance
- Tools for Social Media Analytics
- Reporting and Optimization
- Understanding Insights and Metrics

Module 5: Social Media Advertising (3 weeks)

- Basics of Social Media Advertising

- Creating Effective Ads
- Targeting and Retargeting Strategies
- Budgeting and Ad Spend Optimization