

ABOUT THE COURSE:

COURSE NAME:	Social Media Management
TOTAL DURATION:	45 Hrs
MODE OF DELIVERY	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
TRAINER TO STUDENT RATIO:	1:50
TOTAL MARKS:	75

TABLE 1

OVERALL COURSE OBJECTIVE:	<ul style="list-style-type: none"> • To Develop effective social media strategies aligned with business Goals. • To Create engaging and relevant content tailored to various social media platforms. • To Measure and analyze Social media metrics to track performance and optimize strategies • To explore target audience's demographics, preferences and behavior on social media platforms. • To Create a Comprehensive content strategy that aligns with business goals and resonates with the target audience.
LEARNING OUTCOME:	<ul style="list-style-type: none"> • Develop and manage a professional social media presence, including setting up business pages on platforms like Facebook and Instagram. • Create a content calendar, ensuring consistent and timely posting across various social media platforms. • Create a detailed report guiding strategy and decision-making by analyzing a recent social media campaign using analytics tools to extract insights. • Develop proactive social media strategies aimed at managing an organization's online reputation. • Create engaging content that resonates with their audience and aligns with the brand's Voice and tone

SL. NO	MODUL E	MODULE CONTENT	MODULE LEARNING
---------------	----------------	-----------------------	------------------------

	NAME		OUTCOME
1	INTRODUCTION TO SOCIAL MEDIA MANAGEMENT	<ol style="list-style-type: none"> 1. Introduction to social media management – Importance of social media management – History 2. and evolution of Social Media – Social media management Objectives and Goals – Overview of 3. Social media platforms 	<p>Research on a specific social media platform's features</p> <ul style="list-style-type: none"> • Compare two social media platforms to inform brand presence decisions..
2	CONTENT CREATION AND CURATION	<ol style="list-style-type: none"> 1. Crafting engaging content for different platforms –Visual storytelling with images and videos –Compelling captions and copy - Tools for Content Curation and Scheduling 	<p>Develop a monthly content calendar for a business, incorporating diverse content types and scheduling tools.</p> <ul style="list-style-type: none"> • Evaluate brand content across social platforms, propose improvements for better engagement.
3	SOCIAL MEDIA STRATEGY AND BRANDING	<ol style="list-style-type: none"> 1. Social Media Strategy - Building and Maintaining brand identity - Audience analysis and 2. engagement tactics - Cross-promotion and collaboration techniques content calendar, and promotion schedule. 	<p>Analyze a social media campaign's performance and create a detailed report with actionable insights for improvement.</p> <ul style="list-style-type: none"> • Conduct SWOT analysis for brand's social media. Develop strategy based on findings.

4.	ANALYTICS AND REPORTING	Introduction to Social Media Analytics tools - Interpreting data and KPIs - Creating reports and Actionable insights - Case studies on successful social media campaigns	Analyze a social media campaign's performance and create detailed report with actionable insights for improvement <ul style="list-style-type: none"> • Use social media analytics to compare rival brands' campaigns. Identify success factors.
5.	CRISIS MANAGEMENT AND CUSTOMER SERVICE	Handling negative feedback - Best practices for customer service on Social media - Building community and fostering positive interactions - Monitoring and managing online reputation	Develop social media content moderation policy. Role-play its implementation to maintain community standards and brand reputation. <ul style="list-style-type: none"> • Design crisis communication plan for social media data breach. Role-play execution, drafting announcements , managing media.

TABLE 3: USECASES

1. Building a Brand's Social Presence:

Task 1: Set up and optimize social media profiles across platforms.

Task 2: Develop a brand voice and content guidelines.

Task 3: Create a content calendar and posting schedule.

Task 4: Engage with followers to build community.

Task 5: Monitor brand mentions and manage online reputation.

2. Launching a Social Media Campaign:

Task 1: Define campaign goals and target audience.

Task 2: Plan content themes and create campaign-specific posts.

Task 3: Schedule the campaign rollout across selected platforms.

Task 4: Analyze campaign performance and adjust tactics in real-time.

Task 5: Report on campaign results and learnings.

3. Social Media Analytics and Reporting:

Task 1: Identify key performance indicators (KPIs) for social media activities.

Task 2: Use analytics tools to track and gather data.

Task 3: Interpret data to gain insights into audience behavior.

Task 4: Create visual reports to present findings.

Task 5: Make data-driven decisions to improve social media strategies

4. Influencer Marketing Strategy

Task 1: Research and identify influencers aligned with the brand's values.

Task 2: Reach out to potential influencers for partnerships.

Task 3: Collaborate on content creation and campaign messaging.

Task 4: Track influencer campaign metrics.

Task 5: Evaluate the ROI of influencer partnerships.

5. Crisis Management on Social Media

Task 1: Monitor social media for potential issues or negative sentiment.

Task 2: Develop a crisis communication plan.

Task 3: Respond to crises promptly and appropriately on social channels.

Task 4: Communicate internally to manage the crisis.

Task 5: Review crisis response effectiveness and update protocols.

6. Content Marketing Integration:

Task 1: Align social media strategy with broader content marketing efforts.

Task 2: Repurpose blog content for social media posts.

Task 3: Coordinate with content teams to ensure consistent messaging.

Task 4: Use social media to drive traffic to owned content.

Task 5: Measure the impact of social media on content reach and engagement

7. Social Media Advertising:

Task 1: Define advertising objectives and budget.

Task 2: Create targeted ad campaigns for different platforms.

Task 3: A/B test ad creatives and copy.

Task 4: Monitor ad performance and adjust bids and targeting.

Task 5: Analyze ad campaign results and calculate ROI.

8. Community Management and Engagement:

Task 1: Develop a strategy for community growth and engagement.

Task 2: Create and moderate brand-related groups or forums.

Task 3: Organize and host social media events or Q&A sessions.

Task 4: Foster user-generated content and feature community stories.

Task 5: Track community health metrics and member satisfaction.

9. Social Listening for Market Insights:

Task 1: Set up social listening tools to monitor conversations.

Task 2: Analyze sentiment around the brand and industry.

Task 3: Identify emerging trends and consumer needs.

Task 4: Gather competitive intelligence.

Task 5: Inform product development and marketing strategies with insights.

10. Social Media Policy and Governance:

Task 1: Identify legal considerations and compliance issues.

Task 2: Develop a social media policy for the organization

Task 3: Train staff on best practices and policy adherence.

Task 4: Establish a workflow for content approval and crisis escalation.

Task 5: Conduct regular audits to ensure policy compliance.

TABLE 4: LIST OF FINAL PROJECTS

SL.NO	FINAL PROJECT
1	Develop a monthly content calendar for a specific business or brand. Include a mix of content types (text, images, videos) and consider seasonal or trending topics.
2	Craft a blog post suitable for sharing on social media. Focus on engaging and shareable content. Include relevant hashtags and compelling visuals.

3	Analyze the performance of a given social media account using analytics tools. Prepare a report highlighting key metrics, trends, and recommendations for improvement.
4	Design a social media advertising campaign for a specific goal (e.g., brand awareness, lead generation). Include ad copy, targeting options, and a budget plan.
5	Increase engagement on a social media account by creating and implementing a community engagement challenge. Encourage participation and interaction.
6	Conduct a social media audit for a business or individual. Identify strengths, weaknesses, and opportunities. Provide recommendations for improvement.
7	Optimize a LinkedIn profile for a professional or business. Focus on creating an engaging summary, adding relevant skills, and showcasing accomplishments.
8	Explore and compare different social media management tools. Create a report detailing features, advantages, and disadvantages of each tool.