

COURSE NAME:	Social Media Content Creation
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:	<ol style="list-style-type: none"> 1. Analyse Audience Engagement Patterns 2. Design Compelling Content Campaigns 3. Evaluate the Effectiveness of Content Strategies 4. Develop a Comprehensive Social Media Plan 5. Critique social media Trends and Innovations
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LEARNING OUTCOME:	<p>Objective 1: Analyse Audience Engagement Patterns Students will critique audience engagement data to identify patterns and recommend actionable strategies for enhancing content reach and interaction.</p> <p>Objective 2: Design Compelling Content Campaigns Students will design creative, multi-platform social media campaigns that integrate text, visuals, and multimedia elements to achieve specific brand goals and effectively engage the target audience.</p> <p>Objective 3: Evaluate the Effectiveness of Content Strategies Students will evaluate the performance of social media content using metrics and analytics tools, formulating data-driven recommendations for campaign improvement.</p> <p>Objective 4: Develop a Comprehensive Social Media Plan Students will construct a detailed social media plan by synthesizing audience research, competitive analysis, and content scheduling tools to meet defined organizational objectives.</p> <p>Objective 5: Critique Social Media Trends and Innovations Students will assess emerging trends, tools, and platforms in the social media landscape, providing informed judgments about their potential effectiveness and relevance to different industries.</p>
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TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME

SL. NO	MODULE NAME	MODULE CONTENT	MODULE LEARNING OUTCOME	DURATION (HRS)
1	Introduction to social media and Audience Analysis	<ul style="list-style-type: none">● Overview of major social media platforms and their features.● Analyse, evaluate, and design an integrated framework using demographics, psychographics, and behaviour analysis to effectively segment and engage target audiences.● Tools for social media analytics (e.g., Google Analytics, Meta Insights). <p>Metrics for measuring engagement (likes, shares, comments, CTR, etc.).</p>	Students will analyse engagement data to identify patterns in audience behaviour and suggest suitable strategies for targeted content.	7 Hrs
2	Content Design Principles and Campaign Strategy	<ul style="list-style-type: none">● Fundamentals of content creation: text, visuals, and multimedia.● Storytelling techniques for social media.● Designing content for various platforms (e.g., Instagram	Students will design compelling, platform-specific campaigns that creatively convey brand messages and resonate with target	9 Hrs

		<p>Stories, LinkedIn posts, TikTok).</p> <p>Structuring multi-platform campaigns for consistent brand messaging.</p>	audiences.	
3	Social Media Metrics and Performance Evaluation	<ul style="list-style-type: none"> ● Key performance indicators (KPIs) for social media success. ● Tools for data collection and analysis (e.g., Hootsuite, Sprout Social). ● Techniques for assessing content performance and ROI. <p>Case studies: Success and failure of campaigns.</p>	<ul style="list-style-type: none"> ● Students will evaluate social media campaign outcomes using analytics and propose data-driven improvements. 	9 Hrs
4	Comprehensive Social Media Planning	<ul style="list-style-type: none"> ● Research methods: market trends, competitor analysis, and SWOT. ● Content calendar creation and scheduling tools. ● Integration of paid, earned, and owned media strategies. <p>Crisis management in social media planning.</p>	Students will construct a complete social media strategy, incorporating research insights, scheduling, and contingency planning.	10 Hrs
5	Emerging Trends and Innovations in social media	<ul style="list-style-type: none"> ● Latest social media tools and technologies (e.g., AI in content creation, AR/VR experiences). ● Analyzing viral trends 	Students will critique and assess the relevance and impact of new trends and	10 Hrs

		<p>and their drivers.</p> <ul style="list-style-type: none"> ● Ethical considerations in social media content creation (e.g., misinformation, data privacy). <p>Predicting the future of social media marketing.</p>	<p>tools, recommending their application for specific industries or use cases.</p>	
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TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USE CASES			
LEARNING OUTCOME	ASSESSMENT CRITERIA	PERFORMANCE CRITERIA	USE CASES
Analyse Audience Engagement Patterns	Interpret data from analytics tools (e.g., CTR, impressions, shares).	Categorize audience behaviours and preferences based on data insights. Provide actionable insights to improve audience retention and interaction.	<ol style="list-style-type: none"> 1. Identify trends in user engagement for different platforms. 2. Analysing engagement metrics for a retail brand's social media account to refine posting schedules.
Design Compelling Content Campaigns	Create multimedia content tailored for platform-specific formats and audience needs.	<p>Integrate branding and storytelling principles in campaign design.</p> <p>Adapt content for multiple platforms like Instagram, LinkedIn, and TikTok.</p>	<ol style="list-style-type: none"> 1. Develop visually appealing, engaging content while maintaining brand consistency. 2. Designing a holiday-themed campaign promoting a product across multiple social

			platforms.
Evaluate the Effectiveness of Content Strategies	Use analytics to assess campaign performance against KPIs.	Identify underperforming elements and propose data-driven improvements. Present recommendations in a clear and actionable format.	1. Interpret campaign metrics like ROI and audience reach to provide evidence-based optimizations. 2. Conducting a post-campaign analysis for a Black Friday sale to identify successful and underperforming elements.
Develop a Comprehensive Social Media Plan	Research market trends, audience demographics, and competitor strategies.	Create a cohesive, multi-platform content calendar with clear goals. Include contingency measures for crisis management scenarios.	1. Ensure the social media plan is comprehensive, includes measurable objectives, and addresses potential risks. 2. Developing a quarterly social media plan for a new product launch, incorporating analytics and market research.
Critique social media Trends and Innovations	Evaluate the applicability of emerging trends, technologies, and tools in social media marketing.	Analyse ethical implications and predict future trends' impact. Recommend actionable applications of relevant innovations.	1. Critically assess trends like AI-driven content creation, live shopping, or AR campaigns for specific industries. 2. Evaluating the use of AI-

			powered tools for automating social media content generation and scheduling.
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TABLE 4: LIST OF FINAL PROJECTS THAT COMPREHENSIVELY COVER ALL THE LEARNING OUTCOME

SL. NO	FINAL PROJECT
1	Develop a content strategy for Instagram that includes high-quality images, captions, and CTA to drive engagement.
2	Write a LinkedIn post that shares a recent development in AI technology.
3	Plan a viral content strategy with catchy music and a fun challenge.
4	Create an informative and engaging blog post on the company's website or on platforms like Medium, explaining how AI-driven automation can help small businesses. Focus on practical use cases and real-world examples to demonstrate the value of the startup's product.
5	Design a blog for "free webinar" and a compelling image or video to capture attention.
6	Launch a 7-day skincare challenge encouraging users to share their daily skincare routine
7	Write a detailed blog post focusing on key industry trends for 2024 in the tech sector, highlighting the consulting firm's expertise and insights. The blog should inform the audience about the latest technological advancements, shifts in consumer behaviour, and strategic recommendations for businesses to stay competitive.
8	The firm wants to create a series of engaging social media posts to highlight key trends in their industry. The posts will be shared across LinkedIn, Twitter, and Instagram to engage followers and drive traffic to their website.
9	Create an engaging social media post for platforms like Instagram, Facebook, and Twitter that highlights the urgency and excitement of the 24-hour flash sale. The post should include a clear call to action, time-sensitive language, and eye-catching visuals (hashtags and emojis can be used to add excitement)
10	Create high-quality images or videos of recipes, ensuring they are

	visually appealing and appetizing.
11	Create a viral challenge on TikTok that encourages users to showcase their in-game skills and use a branded hashtag.
12	Create a monthly content calendar outlining the types of posts to share, including articles, infographics, case studies, testimonials, and industry news. Plan posts for specific days to ensure consistency (e.g., industry tips on Mondays, client case studies on Thursdays, etc.)
13	Create eye-catching visuals (e.g., branded images, GIFs, or infographics) that align with the brand story and are optimized for Twitter.
14	Design a social media post offering a free downloadable resource (e.g., "5-Day Home Workout Plan," "Healthy Meal Prep Guide," or "Exclusive Fitness Challenge") in exchange for signing up for the email list.
15	Create a teaser post to build excitement for the upcoming product launch.
16	Develop a poll or survey on Instagram or Facebook asking followers to choose their favourite jewellery designs (e.g., necklaces, earrings, rings).
17	Promote a limited-time offer or downloadable lead magnet, such as an eBook, whitepaper, or free demo, that provides additional value to potential leads.
18	Design an infographic or share insights relevant to the target audience's industry, such as trends in business efficiency, technology adoption, or cost savings.
19	Create Instagram Stories featuring polls, Q&A sessions, and quizzes on food-related topics (e.g., favourite cuisines, cooking techniques).
20	Design targeted Google ads promoting Innovate Digital's digital marketing services, emphasizing expertise in SEO, social media strategy, content creation, and PPC. The ads should include compelling copy, eye-catching visuals, and a strong call-to-action (CTA) to encourage leads to inquire about the agency's services.

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)

ASSESSMENT CRITERIA	DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE			TOTAL MARKS
	FAIR (1-5)	GOOD (6-10)	EXCELLENT (11-15)	
Knowledge and understanding	Recalls key definitions and concepts.	Explains concepts in a clear and concise	Applies concepts to solve problems and answer	15

		manner.	questions in a comprehensive and insightful manner.	
Application and Analysis	Attempts to apply knowledge to solve problems, even if the solution is not entirely accurate.	Applies knowledge to solve problems correctly, demonstrating a clear understanding of the concepts involved.	Critically analyses problems, identifies relevant concepts, and applies knowledge to develop creative and effective solutions.	20
Evaluation and Synthesis	Identifies relevant information from various sources.	Analyses and critiques information from various sources, identifying strengths and weaknesses	Synthesizes information from various sources to form well-founded arguments and evidence-based conclusions.	20
Communication Skills	Presents information in a clear and organized manner, but may lack detail or clarity.	Presents information in a clear, concise, and well-organized manner, using appropriate language and terminology.	Presents information in a clear, concise, and well-organized manner, using sophisticated language and terminology to engage the audience.	20