

# Introduction to Social Media for Business

## Course Overview

This course provides students with the knowledge and skills to utilize Pinterest, Facebook, Twitter, Google+ advertising and networking, LinkedIn, and YouTube channels.

<b><u>Course Introduction</u></b>	6m
Course Introduction	
<b><u>Module 01 - Pinterest</u></b>	1h 53m
Pinterest	
What Makes Pinterest Effective as a Marketing Tool?	
What is Pinterest?	
Uses for Pinterest	
Personal Accounts vs. Business Accounts	
Optimizing Your Business Page Name	
How to Create an Account	
Demo - How to Create an Account	
Setting Up Your Home Feed	
Demo - Putting a Pinterest Browser Button for Convenience	
Enable Notifications	
Connecting to Social Networks	
How to Edit Your Profile	
How to Search Boards	
Pinterest Analytics	
Verifying Your Web Site	
Demo - Verifying Your Web Site	
Demo - Setting Up Initial Business Account Profile	
How to Create Boards	
Ensuring Pinboard is Visible to Search Engines	
Types of Boards	
Use Hashtags	
Link Back to Your Web Site - ALWAYS	
Viewing Your Boards	
Searching for Items to Pin	
Demo - Pinning Items that Interest You	
Rich Pins	
Types of Rich Pins:	
Companies Using Rich Pins	
Article Pins	
Examples of Article Pins	
Place Pins	
Flow of a Place Pin	
How to Invite Friends	
How to Find Friends	
Widget Builder	

Pin It Widget  
Follow Button  
Board Widgets  
Other Types of Widgets  
Demo - Exploring Types of Widgets  
Demo - Adding a Pin It Widget to Your Site  
Statistics  
Most Popular Categories Per Day  
Advice  
Know Your Audience  
Pinterest Business Tools  
Module 01 Review

## **Module 02 – Facebook**

1h 55m

Facebook  
Industries Dominated by Facebook  
Industries Not Dominated by Facebook  
How Facebook Works  
The Facebook Poke  
Profile Pages  
About Tab  
Creating a Facebook Page for Your Business If You Have Personal Page  
Creating a Facebook Page for Your Business If You Do Not Already Have Personal Page  
Demo - Setting up Facebook Business Page  
Demo - Adding Background Graphics and Uploading Pictures  
Admin Panel  
Demo - Page Settings  
Basic Controls  
Demo - Using Basic Facebook Controls  
Posts that Engage Your Fans  
Publishing Your First Post  
Boosting Your Post  
Facebook Approvals for Boost  
How to Schedule Your Post  
Milestones and Start Info  
Demo - Business Overview and Page Info  
How to Gain Your First Fans to Your Facebook Page  
Demo - Invite Friends to Your Facebook Page  
Facebook Groups  
Create a Call to Action  
Demo - Call to Action Button  
Managing Tabs on Your Facebook Business Page  
Demo - Viewing Your Notifications  
Facebook Ads  
Promoting Your Website  
Facebook Events  
Integrating Facebook with Other Social Media  
Facebook Insights  
Demo - Facebook Insights  
Sponsoring Posts

Managing Your Facebook Timeline  
How to Delete a Post from Your Timeline  
Managing Spam  
Notes App for Longer Posts  
Adding Favorite Pages to Your Timeline  
Adding Like Button to Content Outside of Facebook  
Demo - Adding Like Button to Content Outside of Facebook  
Module 02 Review

### **Module 03 – Twitter**

1h 4m

Twitter  
What You Need to Start with Twitter  
How Do You Want the Twitter World to View Your Business?  
Common Terms  
Listen? Tweet?  
How to Create Twitter Profile  
Demo - How to Create Twitter Profile  
Demo - How to Update your Profile  
How to Research Hashtags  
Demo - How to Research Hashtags  
Building Your Twitter Network  
Use Tools to Target Your Audience  
Demo - Building Your Twitter Network  
Sending Tweets  
Demo - Sending Tweets  
Direct Tweets  
When to Tweet  
How to Retweet  
Twitter and Video  
How to Tweet a Video  
How to Create a New Scheduled Tweet  
Apps to Schedule Tweets  
Bridging Other Applications with Twitter  
Twitter Analytics  
Demo - Twitter Analytics  
Module 03 Review

### **Module 04 - Google+ Advertising and Networking**

59m

Google + Advertising and Networking  
Offerings from Google  
Google+  
How to Create a Profile  
Demo - How to Create an Account  
Privacy Settings  
Demo - Privacy Settings  
Categorize Your Network in Circles  
Demo - Adding Friends  
Invite Others to Circle You In  
Find Hidden Engagement Opportunities  
Google+ SPARKS Content

Google Hangouts  
Posts  
Demo - Posts  
+1's  
CTR (Clickthrough Rate)  
Managing Your Ads  
Who Clicks on What?  
Demo - Creating an Ad with Google  
Google Analytics  
Demo - Google Analytics  
Diagnose Landing Pages  
Demo - Diagnose Landing Pages  
See Content That is Popular  
Pages That Drive Revenue  
Google AdWords  
Creating a New Ad with AdWords  
Module 04 Review

### **Module 05 – LinkedIn**

1h 30m

LinkedIn  
The Potential of LinkedIn's Network  
LinkedIn Premium  
LinkedIn Premium Features  
Creating a LinkedIn Account  
What Not to Have as a Profile Picture  
Demo - Creating a LinkedIn Account  
Showing Samples of Your Work  
Optimize Anchor Text  
SEO – Search Engine Optimization  
Enhancing Careers with LinkedIn Job Boards  
Posting an Open Position for Your Company  
Demo - Finding a Job with LinkedIn Job Boards  
Profile Badges  
Building a Compelling Professional Profile  
Demo - Be Identifiable  
Who is Looking at YOUR Profile?  
Connecting with Others  
Ways to Network  
Network Updates  
Creating a Post  
Demo - Creating a Post  
Endorsements for Your Skills  
Mining Your Contacts Networks  
Demo - Mining Your Contacts Networks  
Staying in Touch with Your Connections  
Saved Searches  
Creating a Company Page  
Demo - Creating a Linked Company Page  
Company Status  
Company Analytics

Company Notifications  
Adding Products to Your Company Page  
Showcase Pages  
Joining Groups  
Viewing Group Updates  
Module 05 Review

**Module 06 - YouTube Channels**

1h 12m

YouTube Channels  
Skills Needed for Interesting Video  
Skills Needed for Interesting Video: The Story  
Demo - Skills Needed for Interesting Video: The Story (about 6:00 in, stumbles)  
Skills Needed for Interesting Video: The Story (Cont.)  
Demo - Skills Needed for Interesting Video: The Story (Cont.)  
Skills Needed for Interesting Video: Editing  
Skills Needed for Interesting Video: Composition  
Skills Needed for Interesting Video: Networking  
Skills Needed for Interesting Video: SEO  
Demo - Skills Needed for Interesting Video Planning  
How to Create Your YouTube Account  
Demo - How to Create Your YouTube Account  
How to Upload Videos From Your Phone  
How to Create a YouTube Channel  
Demo - How to Create a YouTube Channel  
Demo - Browsing YouTube Channels  
How to Create a Subscribe Button  
How to Direct People to Look at Your Videos  
Creator Studio  
Demo - Video Manager  
Demo - Creator Studio  
Demo - Create Video  
YouTube Analytics – In Order of Importance  
Other Marketing Ideas  
Module 06 Review  
Course Closure

**Total Duration: 8h 40m**