

Introduction to Social Media for Business Series

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

Course Modules:

Module 01 – Pinterest

(Duration: 1h 53m)

1. Workbook (Pdf)
2. Pinterest
3. What Makes Pinterest Effective as a Marketing Tool?
4. What is Pinterest?
5. Uses for Pinterest
6. Personal Accounts vs. Business Accounts
7. Optimizing Your Business Page Name
8. How to Create an Account
9. Demo – How to Create an Account
10. Setting Up Your Home Feed
11. Demo – Putting a Pinterest Browser Button for Convenience
12. Enable Notifications
13. Connecting to Social Networks
14. How to Edit Your Profile

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15. How to Search Boards
16. Pinterest Analytics
17. Verifying Your Web Site
18. Demo – Verifying Your Web Site
19. Demo – Setting Up Initial Business Account Profile
20. How to Create Boards
21. Ensuring Pinboard is Visible to Search Engines
22. Types of Boards
23. Use Hashtags
24. Link Back to Your Web Site – ALWAYS
25. Viewing Your Boards
26. Searching for Items to Pin
27. Demo – Pinning Items that Interest You
28. Rich Pins
29. Types of Rich Pins:
30. Companies Using Rich Pins
31. Article Pins
32. Examples of Article Pins
33. Place Pins
34. Flow of a Place Pin
35. How to Invite Friends
36. How to Find Friends
37. Widget Builder
38. Pin It Widget
39. Follow Button
40. Board Widgets
41. Other Types of Widgets
42. Demo – Exploring Types of Widgets
43. Demo – Adding a Pin It Widget to Your Site
44. Statistics
45. Most Popular Categories Per Day
46. Advice
47. Know Your Audience

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- 48. Pinterest Business Tools
- 49. Module 01 Review
- 50. Review Quiz (Number of attempts allowed: Unlimited)

Module 02– Facebook

(Duration: 1h 55m)

1. Workbook (Pdf)
2. Facebook
3. Industries Dominated by Facebook
4. Industries Not Dominated by Facebook
5. How Facebook Works
6. The Facebook Poke
7. Profile Pages
8. About Tab
9. Creating a Facebook Page for Your Business If You Have Personal Page
10. Creating a Facebook Page for Your Business If You Do Not Already Have Personal Page
11. Demo – Setting up Facebook Business Page
12. Demo – Adding Background Graphics and Uploading Pictures
13. Admin Panel
14. Demo – Page Settings
15. Basic Controls
16. Demo – Using Basic Facebook Controls
17. Posts that Engage Your Fans
18. Publishing Your First Post
19. Boosting Your Post
20. Facebook Approvals for Boost
21. How to Schedule Your Post

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22. Milestones and Start Info
23. Demo – Business Overview and Page Info
24. How to Gain Your First Fans to Your Facebook Page
25. Demo – Invite Friends to Your Facebook Page
26. Facebook Groups
27. Create a Call to Action
28. Demo – Call to Action Button
29. Managing Tabs on Your Facebook Business Page
30. Demo – Viewing Your Notifications
31. Facebook Ads
32. Promoting Your Website
33. Facebook Events
34. Integrating Facebook with Other Social Media
35. Facebook Insights
36. Demo – Facebook Insights
37. Sponsoring Posts
38. Managing Your Facebook Timeline
39. How to Delete a Post from Your Timeline
40. Managing Spam
41. Notes App for Longer Posts
42. Adding Favorite Pages to Your Timeline
43. Adding Like Button to Content Outside of Facebook
44. Demo- Adding Like Button to Content Outside of Facebook
45. Review Quiz (Number of attempts allowed: Unlimited)

Module 03 – Twitter

(Duration: 1h 04m)

1. Workbook (Pdf)

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2. Twitter
3. What You Need to Start with Twitter
4. How Do You Want the Twitter World to View Your Business?
5. Common Terms
6. Listen? Tweet?
7. How to Create Twitter Profile
8. Demo
9. – How to Create Twitter Profile
10. Demo
11. – How to Update your Profile
12. How to Research Hashtags
13. Demo
14. – How to Research Hashtags
15. Building Your Twitter Network
16. Use Tools to Target Your Audience
17. Demo
18. – Building Your Twitter Network
19. Sending Tweets
20. Demo
21. – Sending Tweets
22. Direct Tweets
23. When to Tweet
24. How to Retweet
25. Twitter and Video
26. How to Tweet a Video
27. How to Create a New Scheduled Tweet
28. Apps to Schedule Tweets
29. Bridging Other Applications with Twitter
30. Twitter Analytics
31. Demo
32. – Twitter Analytics
33. Module 03 Review
34. Review Quiz (Number of attempts allowed: Unlimited)

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Module 04 – Google+ Advertising and Networking

(Duration: 59m)

1. Workbook (Pdf)
2. Google + Advertising and Networking
3. Offerings from Google
4. Google+
5. How to Create a Profile
6. Demo
7. – How to Create an Account
8. Privacy Settings
9. Demo
10. – Privacy Settings
11. Categorize Your Network in Circles
12. Demo- Adding Friends
13. Invite Others to Circle You In
14. Find Hidden Engagement Opportunities
15. Google+ SPARKS Content
16. Google Hangouts
17. Posts
18. Demo- Posts+1's
19. CTR (Clickthrough Rate)
20. Managing Your Ads
21. Who Clicks on What?
22. Demo- Creating an Ad with Google
23. Google Analytics
24. Demo- Google Analytics
25. Diagnose Landing Pages
26. Demo- Diagnose Landing Pages



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27. See Content That is Popular
28. Pages That Drive Revenue
29. Google AdWords
30. Creating a New Ad with AdWords
31. Module 04 Review
32. Review Quiz (Number of attempts allowed: Unlimited)

Module 05 -LinkedIn

(Duration: 1h 30m)

1. Workbook (Pdf)
2. LinkedIn
3. The Potential of LinkedIn's Network
4. LinkedIn Premium
5. LinkedIn Premium Features
6. Creating a LinkedIn Account
7. What Not to Have as a Profile Picture
8. Demo- Creating a LinkedIn Account
9. Showing Samples of Your Work
10. Optimize Anchor Text
11. SEO- Search Engine Optimization
12. Enhancing Careers with LinkedIn Job Boards
13. Posting an Open Position for Your Company
14. Demo- Finding a Job with LinkedIn Job Boards
15. Profile Badges
16. Building a Compelling Professional Profile
17. Demo- Be Identifiable
18. Who is Looking at YOUR Profile?
19. Connecting with Others

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20. Ways to Network
21. Network Updates
22. Creating a Post
23. Demo- Creating a Post
24. Endorsements for Your Skills
25. Mining Your Contacts Networks
26. Demo- Mining Your Contacts Networks
27. Staying in Touch with Your Connections
28. Saved Searches
29. Creating a Company Page
30. Demo- Creating a Linked Company Page
31. Company Status
32. Company Analytics
33. Company Notifications
34. Adding Products to Your Company Page
35. Showcase Pages
36. Joining Groups
37. Viewing Group Updates
38. Module 05 Review
39. Review Quiz (Number of attempts allowed: Unlimited)

Module 06 – YouTube Channels

(Duration: 1h 12m)

1. Workbook (Pdf)
2. YouTube Channels
3. Skills Needed for Interesting Video
4. Skills Needed for Interesting Video: The Story
5. Demo – Skills Needed for Interesting Video: The Story (about 6:00 in, stumbles)

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6. Skills Needed for Interesting Video: The Story (Cont.)
7. Demo – Skills Needed for Interesting Video: The Story (Cont.)
8. Skills Needed for Interesting Video: Editing
9. Skills Needed for Interesting Video: Composition
10. Skills Needed for Interesting Video: Networking
11. Skills Needed for Interesting Video: SEO
12. Demo – Skills Needed for Interesting Video Planning
13. How to Create Your YouTube Account
14. Demo – How to Create Your YouTube Account
15. How to Upload Videos From Your Phone
16. How to Create a YouTube Channel
17. Demo – How to Create a YouTube Channel
18. Demo – Browsing YouTube Channels
19. How to Create a Subscribe Button
20. How to Direct People to Look at Your Videos
21. Creator Studio
22. Demo – Video Manager
23. Demo – Creator Studio
24. Demo – Create Video
25. YouTube Analytics – In Order of Importance
26. Other Marketing Ideas
27. Module 06 Review
28. Course Closure
29. Review Quiz (Number of attempts allowed: Unlimited)

This course includes

- about 8.40 hours on-demand video
- 6 downloadable Pdf Workbooks
- Unlimited time access (During Membership)
- Access on mobile and Desktop
- Certificate of Completion

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