

## Social Media Strategist Series

**Overview:** This course covers the path of becoming a social media strategist. Students will learn about the rise of social media, conducting and auditing market analysis, setting goals and selecting platforms, creating the social media policy and integrating marketing strategies. They will also learn about developing effective content, popular platforms, launching successful campaigns, managing the community, customer service and measuring, analyzing and reporting.

### Course Modules:

#### Module 01 – The Rise of Social Media

(Duration: 28m)

1. Workbook (Pdf)
2. The Rise of Social Media
3. What is Social Media?
4. Types of Social Media
5. Evolution of Marketing
6. Benefits of Social Media to Organizations
7. The Growth of Social Media
8. Social Media Career Opportunities

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9. Role of the Social Media Strategist
10. Social Media Certification Options
11. Stages of Strategic Social Media Operations
12. Lesson 01 Review
13. Review Quiz (Number of attempts allowed: Unlimited)

## Module 02 – Conducting Market Analysis

**(Duration: 16m)**

1. Workbook (Pdf)
2. RConducting Market Analysis
3. Need for Readiness Assessment
4. STP Analysis
5. Segmentation
6. Segmentation Chart Example
7. Targeting
8. Targeting Strategies
9. Positioning
10. Positioning with Market or Perceptual Mapping
11. STP Analysis of Competitors
12. Competitor Information Available Online
13. Lesson 02 Review eview Quiz (Number of attempts allowed: Unlimited)

## Module 03 – Auditing Social Media

**(Duration: 26m)**

1. Workbook (Pdf)
2. Auditing Social Media
3. Importance of Social Media Auditing
4. Tools for Social Listening
5. Demo – Social Listening Tools
6. Track Platform Performance
7. Grading Tools
8. Demo – Example of Grading Tools
9. Social Media Sentiment Terminology
10. Sentiment Analysis
11. Options for Analyzing Sentiment
12. Document Level vs. Entity Level Sentiment
13. Unsolicited Feedback
14. Lesson 03 Review
15. Review Quiz (Number of attempts allowed: Unlimited)

## Module 04 – Setting Goals and Selecting Platforms

**(Duration: 31m)**

1. Workbook (Pdf)
2. Setting Goals and Selecting Platforms
3. Corporate Culture and Social Media
4. Five Barriers to Social Media Adoption

5. Barrier #1: Resistance to Change
6. Barrier #2: Sensitivity to Costs
7. Barrier #3: Fear of Damaging Content
8. Barrier #4: Fear of Sensitive Information Exposure
9. Barrier #5: Fear of Web Attack and Malware
10. Social Media Goals vs. Business Goals
11. KPIs (Key Performance Indicators)
12. SMART Social Media Goals
13. SMART Goals – Specific
14. Matching Goals to Social Media Platforms
15. Platform Selection Process
16. Types of Social Media Platforms
17. Overview of Social Media Platforms
18. Popularity-Based Platform Selection
19. Goal-Based Platform Selection
20. Content-Based Platform Selection
21. Content Examples from Top 5 Platforms
22. Demographic-Based Platform Selection
23. Lesson 04 Review
24. Review Quiz (Number of attempts allowed: Unlimited)

## Module 05 – Creating the Social Media Policy

**(Duration: 1h 2m)**

1. Workbook (Pdf)
2. Creating the Social Media Policy
3. Legal Disclaimer
4. The Social Media Policy
5. Demo

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6. – Context for Social Media Policy
7. Disclosure Best Practices Toolkit
8. Demo- SocialMedia.org
9. Truth in Advertising
10. Online Endorsements and Testimonials
11. Intellectual Property
12. Permission for Protected Content
13. Demo- Utilizing Content
14. Creative Commons
15. Spectrum of Licenses from Creative Commons
16. Demo- Creative Commons
17. Brand Abuse
18. Trade Secrets and Proprietary Information
19. Avoiding Release of Proprietary Information
20. Privacy Policy
21. Defamation in Social Media
22. Lesson 05 Review
23. Review Quiz (Number of attempts allowed: Unlimited)

## Module 06- Integrating Marketing Strategies

**(Duration: 44m)**

1. Workbook (Pdf)
2. Integrating Marketing Strategies
3. Brand Marketing
4. Demo- Brand Marketing
5. Online Brand Creation Process
6. Demo- Contests and Promotions
7. Keywords

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8. Keyword Research Tools
9. Demo- Google Keyword Planner
10. Tips for Keyword Selection
11. Successful Keyword Strategies
12. Demo- Where to Use Keywords
13. Keyword Usage
14. Content Tagging
15. Lesson 06 Review
16. Review Quiz (Number of attempts allowed: Unlimited)

## Module 07- Developing Effective Content

(Duration: 49m)

1. Workbook (Pdf)
2. Developing Effective Content
3. Content Marketing on Social Media
4. Types of Content
5. Trends in Content Marketing
6. Content Origination
7. Outsourced vs. In-house Content Production
8. Branded vs. Common Interest Content
9. Demo - Branded vs. General Content
10. Content Development
11. #1 - Select a Topic
12. #2 - Write a Title
13. #3 - Write an Introduction
14. #4 - Create the Body of the Content
15. Demo - Trending Content
16. #5 - Include a Call to Action

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17. Lesson 07 Review

18. Review Quiz (Number of attempts allowed: Unlimited)

## Module 08 – Understanding the Popular Platforms

**(Duration: 3h 34m)**

1. Workbook (Pdf)
2. Understanding the Popular Platforms
3. Overview of Social Media Platforms
4. Social Media Intimacy
5. Blogging
6. Demo – Sample Blogs
7. Demo – WordPress Blogs
8. Facebook
9. Demo – Using Facebook
10. YouTube
11. Demo – YouTube
12. Demo – Creating a Channel
13. Demo – Uploading Video
14. Google+
15. Demo – Google+
16. Demo – Advertising in Google+
17. LinkedIn
18. Demo – LinkedIn
19. Demo – Business Side of LinkedIn
20. Twitter
21. Demo – Twitter
22. Demo – Advertising in Twitter
23. Lesson 08 Review

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24. Review Quiz (Number of attempts allowed: Unlimited)

## Module 09 – Launching Successful Campaigns

**(Duration: 1h 39m)**

1. Workbook (Pdf)
2. Launching Successful Campaigns
3. Traditional Website Advertising
4. Social Media Advertising
5. Benefits of Native Advertising
6. Example: Paid Twitter Advertising
7. Example: Paid Facebook Advertising
8. Capitalizing on Contacts
9. Demo- Social Media Contests
10. Social Media Contests
11. Contest Platform Software
12. Demo- Online Contests
13. Social Media Documentation and Schedules
14. Action Plans
15. Action Plan Template
16. Editorial Calendar
17. Editorial Calendar Components
18. Editorial Calendar Tool Options
19. Demo- Editorial Calendar Tool
20. Project Management Software
21. Performance Dashboards
22. Tools with Performance Dashboard Options
23. Demo- Performance Dashboard Tool
24. Social Media Campaign Management Tools

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25. Social Media Management Tool Options
26. Demo- Social Media Management Tool
27. Lesson 09 Review
28. Review Quiz (Number of attempts allowed: Unlimited)

## Module 10 – Managing the Community

**(Duration: 56m)**

1. Workbook (Pdf)
2. Managing the Community
3. The Community Manager Role
4. The Community Manager
5. Social Media Personas
6. Personal (Self) Persona
7. Corporate (Brand) Persona
8. Response Community (Hybrid) Persona
9. Demo- Creating a Response Community
10. Importance of Voice Consistency
11. The Successful Online Personality
12. Demo- Three Personality Musts
13. Demo- Social Media to Build Community
14. Demo- Pinterest
15. Lesson 10 Review
16. Review Quiz (Number of attempts allowed: Unlimited)

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## Module 11 – Providing Customer Service

**(Duration: 1h 18m)**

1. Workbook (Pdf)
2. Providing Customer Service
3. Organizational Customer Service
4. Demo – Examples of Feedback
5. Social Media Triage
6. Demo – Marketing Personas
7. Social Media Triage (Cont.)
8. Benefits of Triage Plans
9. The Role of Social Media in Customer Service
10. Professionalism in Online Customer Service
11. Online versus Personal Interactions
12. #1 – Positive Feedback
13. #2 – Negative Feedback (Non-Specific)
14. #2 – Negative Feedback (Specific)
15. #3 – Neutral or Other Feedback
16. Social Media Crisis Management
17. Lesson 11 Review
18. Review Quiz (Number of attempts allowed: Unlimited)

## Module 12 – Measuring, Analyzing and Reporting

**(Duration: 1h 9m)**

1. Workbook (Pdf)

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2. Measuring, Analyzing and Reporting
3. Social Media Analytics
4. Social Media Metrics
5. Tracking Metrics Over Time
6. Metric #1 – Brand Health
7. Conversation Share
8. Demo – Gathering and Analyzing Statistics Related to Social Media
9. Metric #2 – Customer Service Experience
10. Response Time
11. Metric #3 – Conversions
12. Goal Value
13. Economic Value Calculation
14. Example: Social Media ROI Calculation
15. Demo – Google Analytics
16. Final Audit
17. Reports
18. Example: Goal Report
19. Example: SWOT Analysis
20. Lesson 12 Review
21. Review Quiz (Number of attempts allowed: Unlimited)

## Module 13 – The Social Media Strategist Career

**(Duration: 22m)**

1. Workbook (Pdf)
2. The Social Media Strategist Career
3. Defining Your Value
4. Bidding on Projects
5. Building a Partner Network

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6. Issuing Requests for Proposals
7. Succeeding as a Social Media Strategist
8. Lesson 13 Review
9. Course Closure
10. Review Quiz (Number of attempts allowed: Unlimited)

**This course includes**

- about 13.50 hours on-demand video
- 13 downloadable Pdf Workbooks
- Unlimited time access (During Membership)
- Access on mobile and Desktop
- Certificate of Completion

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