# Social Media Strategy for Business Online Course

## Key Information

**Course Format:**
Online Course

**Assessment:**
None

**Approximate Study Time:**
20 Hours of Self Study

**Approximate Delivery Time:**
1-2 Working Days (Via Email)

**Price:**
£99.00

**Payment Options:**
Spread the cost over 4 monthly payments

**Initial Payment of**
£39.00

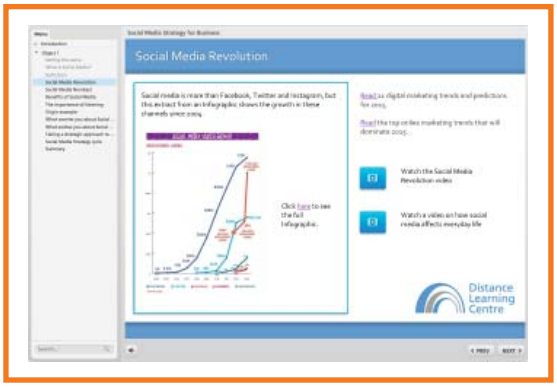
**Followed by 3 payments of:**
£20.00




The **Social Media Strategy for Business Online Course** is aimed at business people who want to create an effective social media strategy for their business. Social Media as a form of marketing is here to stay. Done well, it can be a fantastic, low cost method of marketing your business – you can reach a large number of targeted people instantly and control your message. This course will help you create a strategy for your social media marketing to ensure you don't waste time and money.

The course is delivered through the Distance Learning Centre's new on-line training portal, which is accessed via a web browser such as Internet Explorer, Firefox, Chrome, or Safari.

Throughout the course students are supported by a personal course tutor who can give feedback on your work at any time throughout your study.




## The Course consists of the following units:-

- **Learning object 1: Setting the Scene**

This unit contains the following topics: What is social media and what are the benefits? Why use Social Media? What worries you and excites you? Taking a strategic approach.

- **Learning Object 2: Review of Social Media**

This unit contains the following topics: A review of how social media marketing fits into current marketing activities.

- **Learning Object 3: Aims & Audience**

This unit contains the following topics: The reasons for using social media. Identifying social media audience groups. Understanding keywords.

- **Learning Object 4: Channels**

This unit contains the following topics: You will look at a range of social media channels including blogs, newsletters, niche tools, LinkedIn, Twitter, Facebook, Google+, videos, podcasts, images, forums, social bookmarking, mobile and other content.

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- **Learning Object 5: Content**

This unit contains the following topics: You will think about what you are going to say on social media – the content, choosing content or relationship marketing, content ideas, creating a content plan, re-using content

- **Learning Object 6: Resources**

This unit contains the following topics: Look at what resources are needed to carry out the Social Media? A social media policy, the risks of social media and crisis management.

- **Learning Object 7: Measure**

This unit contains the following topics: Measurement of social media activities to ensure a return on investment.

- **Learning Object 8: Putting it all Together**

This unit contains the following topics: Creating a social media strategy. Best practice for social media.

## Prerequisites:

There are no particular entry requirements, although it is recommended that students have a good understanding of using computers.

## Course Duration & Support:

Students may register at any time. As this is a short course, the student receives a fully-supported 3 month licence period and any support is delivered via email. As the course is self-study, you can complete in as little or as long a time as you prefer within the 3 month licence period.

## Assessment:

As this is a short unaccredited online course there are no student assignments although there are exercises for the student to complete as they progress.

## Certification:

This course is designed for personal development and is not externally accredited. Students can request a Certificate of Completion after successfully completing all course learning objects.