



SOCIAL MEDIA MANAGERS ACADEMY

WE DON'T JUST FIX COMPUTERS, WE EDUCATE!

Introductory Investment: \$500.00

Months: 5

Classroom Hours: 25

Participant Limit: 10

Course Description

Learn to manage all aspects of social media for your own business or to manage social media for other organizations. We will start at the very beginning, who are you trying to reach. Then we will discuss where to find them and what type of posts will get them buying your product or service.










Learning Outcome

- Overview of online marketing
 - Target market, who are you trying to reach
 - Where are they?
 - Websites vs social media
- Setup accounts
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn
 - Alignable
- Graphic editing
 - Canva
 - Photoshop
 - Gimpshop
- Video editing-
 - Filmora/Filmorago
- Content Calendar
 - Content ideas
 - Industry newsletters
 - Competitors, local and not
 - Hashtags
- Facebook posts
 - Types of posts
 - When to post
- Instagram and Twitter
 - Followers
 - Posts
 - LinkedIn/Alignable
- Hootsuite
- Paid ads
 - Ad targeting
 - Test and measure
- Facebook analytics
- Instagram analytics
- Website analytics
- Hootsuite analytics



SOCIAL MEDIA MANAGERS ACADEMY
WE DON'T JUST FIX COMPUTERS, WE EDUCATE!

Key Features

-  You get to see what is working (or not) with other businesses
 -  You learn how to better promote your organization
 -  Increased exposure/Better Conversions
 -  Posting Calendar Templates
 -  Metrics Templates
 -  Graphics resources
 -  Bring Social Media In-House instead of paying someone else
 -  Learn to manage your own Social Media Management company!
 -  2 hours of private one-to-one consultation
-

Estimated time to complete: 5 Months

1. Online Marketing	Session 1
2. Targeting your ideal clients	Session 2
3. Setup Social Media Accounts	Session 3
4. Graphic Editing	Session 4
5. Video Editing	Session 5
6. Content Creation	Session 6
7. Content Calendar	Session 6
8. Managing Facebook	Session 7
9. Managing Instagram and Twitter	Session 8
10. Managing LinkedIn and Alignable	Session 9
11. Automation	Session 10
12. Metrics	Session 10

Estimated time to implement: Varies per person

..