 *Course Information for 2019 - 2020*

**COURSE TITLE:** Fundamentals of Creating Social Media Content

**COURSE CODE:** NC ????

**COURSE OVERVIEW:** This course will introduce the fundamentals of creating engaging, relevant content for various social media platforms to increase user awareness of products and services and increase sales traffic to your website.

**PREREQUISITES:**

**COURSE DURATION:** 3 HRS

**TOPICS:**

1. Writing for the Audience in Social Media (X minutes)
2. Social Media Platforms (Facebook/Twitter/Instagram) (X minutes)
3. Text, Images and Video in Social Media (X minutes)
4. Measuring the Success of Your Social Media Presence(X minutes)

**LEARNING OBJECTIVES:**

1. Writing for the Audience in Social Media
   1. Discuss how to identify your an audience
   2. Discuss how to identify your overall objective in writing for your an audience
   3. Discuss how to write for your an audience
   4. Discuss the elements of good social media writing
2. Social Media Platforms (Facebook/Twitter/Instagram)
   1. Identify common social media platforms (Facebook/Twitter/Instagram)
   2. Identify the features of common social media platforms
      1. Accounts
      2. Pages
      3. Posting
3. Text, Images and Video in Social Media
   1. Identify the advantages and disadvantages of text content
   2. Identify the advantages and disadvantages of photo content
   3. Identify the advantages and disadvantages of video content
   4. Identify why it is important to think of mobile devices when using social media
   5. Identify why fonts and colours can make a difference in a social media
   6. Identify software/websites that can help you find and/or edit images and videos
4. Measuring the Success of Your Social Media Presence
   1. Identify how you can track the effectiveness of your social media presence using the analytics features within each platform
   2. Identify how to plan your content on a content calendar
   3. Identify how to view your websites engagement
   4. Discuss why you need to frequently modify your social media presence

**CERTIFICATE TYPE:** Certificate of Participation

**EVALUATION:** Not Applicable

**DATE DEVELOPED:** February 17, 2020 **DATE REVIEWED:**

**REVISION NUMBER: DATE REVISED:**