 *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: NA**

**COURSE DURATION:** 3 HRS

**TOPICS:**

1. Know your audience: writing social media content for different users. (30 minutes)
2. Knowing the difference between Facebook vs. Twitter vs. Instagram (30 minutes)
3. Design software you can use (30 minutes)
4. Designing creative, eye-catching content with photos and video (60 minutes)
5. Measuring your success on social media (30 minutes)

**LEARNING OBJECTIVES:**

1. Know your audience: writing engaging social media content for different users.
   1. Who is your audience?
   2. Who is your overall objective?
   3. How to write for your audience.
   4. Examples of good social media writing.
2. Knowing the difference between Facebook vs. Twitter vs. Instagram
   1. Features of a Facebook page and page posts.
   2. Features of a Twitter account and post.
   3. Features of an Instagram account and post.
3. Design software to meet your goals
   1. Adobe Creative Cloud (Photoshop and Premiere Pro).
   2. Stock photo websites.
   3. Canva Creative Solutions website.
4. Designing creative, eye-catching content with photos and video
   1. Advantages and disadvantages of text content.
   2. Advantages and disadvantages of photo content.
   3. Advantages and disadvantages of video content.
   4. Think mobile.
   5. Fonts and colours make a difference!
   6. Effective messaging.
5. Measuring the success of your social media
   1. Plan your content on a content calendar.
   2. Use the analytics features of each platform to track effectiveness.
   3. View your websites engagement.
   4. Modify, modify, modify!

**CERTIFICATE TYPE:** Certificate of Participation

**EVALUATION:** Not Applicable

**DATE DEVELOPED:** January 27, 2020 **DATE REVIEWED:**

**REVISION NUMBER: DATE REVISED:**