

Fundamentals of Social Media Advertising Course Syllabus

This course takes a deep dive into paid advertising on social media. Learn how to start advertising on platforms like Facebook and Instagram by developing effective ads. Learn how to work with design teams by capturing the essence of your ad campaign in a creative brief, and understand how privacy policies may affect your ads. Complete the course with a project where you will produce a creative brief with assets you would deliver to a design team for your ad campaign. You'll also create your first social media ad.

This course is intended for people who want to learn how to create and manage ads on social media. Learners don't need marketing experience, but they have basic internet navigation skills and are eager to participate and connect in social media. Having a Facebook or Instagram account helps and ideally learners have already completed course 1 (Introduction to Social Media Marketing) and 2 (Social Media Management) in this program.

Learning Objectives

By the end of this course you will be able to:

- Determine why and when to invest in paid advertising on social media
- Understand the anatomy of a social media ad and how they differ from organic posts
- Evaluate on which platforms to run social media ad campaigns and what makes an ad effective
- Craft compelling and effective visuals and copy for social media ads
- Learn how to collaborate effectively with others through creative briefs
- Build foundational understanding for data, data-based advertising and privacy protection
- Build an ad directly from your Facebook Business Page and your Instagram Business Account
- Use Instagram Stories Ads effectively to connect with customers
- Write a creative brief and create a social media ad

Introduction to Social Media Marketing Overview

By the end of each week you will be able to to:

Week 1: Introduction to Social Media Advertising

- Determine why and when to invest in paid advertising on social media
- Understand the similarities and differences between organic posts and paid ads on social media
- Evaluate on which platforms to run social media ad campaigns
- Understand the anatomy of a social media ad
- Evaluate the effectiveness of a social media ad

Week 2: Creating Effective Ads on Social Media

- Understand how a business objective influences how to evaluate the success of a social media ad campaign
- Create compelling visuals for social media ads
- Craft effective copy for social media ads
- Understand different team setups and roles in social media marketing
- Learn how to collaborate effectively with others through creative briefs

Week 3: Data, Privacy and Policies on Social Media

- Get an overview of data-based advertising and how and what types of data is collected online
- Know who and how data is collected and stored online
- Get a basic understanding for data protection laws (GDPR, CCPA, COPPA)
- Learn how the digital advertising industry regulates data usage
- Know why and how companies implement data policies

Week 4: Getting Started with Advertising on Facebook and Instagram

- Build an ad from your Facebook Business Page
- Choose the right Facebook ad objective for your business goal
- Build an ad from your Instagram Business Account
- Use Instagram Stories Ads to connect with customers on Instagram

Week 5: Create a Creative Brief for your Social Media Ad

- Write a creative brief and create a social media ad
- Write a comprehensive and actionable creative brief for a social media ad

- Translate the creative brief into a social media ad applying the best practices taught in this course

Projects and Quizzes

Week 1: Introduction to Social Media Advertising

Introduction to Social Media Advertising Quiz

- For this quiz you will answer questions based on your knowledge of core advertising principles and using social media ads.

Week 2: Creating Effective Ads on Social Media

Creating Effective Ads on Social Media Quiz

- In this quiz, you will answer questions based on what you've learned around aligning an ad with business objectives, creating effective ad visuals and copy, and collaborating with other teams on ad development.

Week 3: Data, Privacy and Policies on Social Media

Data, Privacy, and Policies on Social Media Quiz

- This week's quiz will test your knowledge of data collection on social media and data protection laws, regulations, and platform policies.

Week 4: Getting Started with Advertising on Facebook and Instagram

Getting Started with Advertising on Facebook and Instagram Quiz

- This week, you'll be tested on your knowledge of building an ad on Facebook and Instagram.

Week 5: Create a Creative Brief for your Social Media Ad

Create a Creative Brief for your Social Media Ad Project

- In this last week, you will apply what you've learned throughout the course in a project where you will write up a creative brief and build an ad on a social media platform either using a template or on your platform of choice.