

This is to verify that **Thodoris Akritidis** has completed the course **Diploma in Social Media Strategy** on Alison.

Thodoris Akritidis

Alison ID: 42891830

Course Completed: Diploma in Social Media Strategy

Date Of Completion: 12th March 2025

Email ID: theoakritidis@outlook.com

Total Study Time: 0h 30m



Scan To Verify

Final Assessment Score:

Alison courses requires at least
80% to pass the final assessment

95%

CPD Hours Completed:

CPD approved learning hours
completed through this course

0-1h

Course Information

This course traces the rise of social media over the last two decades. We show you how to conduct market analysis to better understand your customer base. We then explain how to audit social networks to identify where to spend resources with maximum return. We use practical demonstrations to illustrate the use of social listening and grading tools.

The course then discusses how to set goals and select platforms that suit your social media content strategy. We examine the role of corporate culture in defining social media marketing plans as we place social media goals in the context of organizational objectives across various platforms. We lay out the process of crafting content that meets your client's needs step by step.

The course demonstrates how to provide feedback using social media success platforms. We explain how marketing personas work and break down how to organize customer service with examples of target audience feedback. Finally, we show you how to launch successful social media campaigns while composing the relevant documentation and schedules. This diploma course teaches you how to leverage social media into professional success. With its massive audience reach and dynamic marketing capabilities, social media offers organizations the opportunity to reach more people than ever before so sign up to make the most of this exciting new way to communicate.

Modules Studied

Module 1: The Rise of Social Media

Module 2: Conducting Market Analysis

Module 3: Auditing Social Media

Module 4: Setting Goals and Selecting Platforms

Module 5: Wide-Area Networks

Module 6: Integrating Marketing Strategies

Module 7: Developing Effective Content

Module 8: Understanding the Popular Platforms

Module 9: Launching Successful Campaigns

Module 10: Managing the Community

Module 11: Providing Customer Service

Module 12: Measuring, Analyzing and Reporting

Module 13: The Social Media Strategist Career

Module 14: Course assessment