

Create a Social Media Marketing Campaign

Digital skills

Week 1: Understanding social media strategy

Welcome

- Welcome to the course
- Introduce yourself
- The developing role of social media
- Meet learners like you

Social media strategy

- What is a strategy?
- How does a social media campaign work?
- How businesses create social media marketing campaigns
- Your experiences of social media marketing campaigns

Targeting and engaging with audiences

- What is the target audience?
- Knowing your audience
- Engaging your audience

Reaching your audience

- Making your campaign visible: organic reach
- Reaching your audience: paid activity
- How are other social media campaigns reaching their audience?

Summary

- Preparing for next week
- Glossary

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Week 2: Best practice in social media marketing

Welcome to Week 2

- Welcome to Week 2

Social media campaign metrics

- How do you measure the success of your campaign?
- How are metrics used?
- What's a good metric?
- How would you measure success?

Social media campaign planning

- Thinking about timing and calendars
- Ask the expert: what messages inform your content?

Content for a social media campaign

- Planning your content
- Social media search engine organisation
- Create your own social media marketing campaign
- Review your campaign
- Reflection on your campaign
- Your thoughts on your campaign

Summary

- Sharing your success
- Test your understanding
- Next steps