



Developing Tomorrow's Workforce Today

# Social Media Pro

## Step by Step Guidance creating Your Social Media System



Social media is not simply today's trendy marketing play; it's here to stay and has impacted every aspect of marketing and growing a business. In this course you will be guided step-by-step on the creation of your social media system.

This course is a plan of action created by one of the leading small business social media marketing practitioners. The end result of this course is that you are able to effectively and efficiently integrate social media into your overall marketing plans.

The course content is **delivered sequentially over five lessons**. As you complete a lesson, **new content will appear every 7 days** until the entire course is revealed. Then you will have access to the entire course for a set period of time.

**Includes: 5 training videos, 28 support videos, 28 plus pages of content, 6 audio interviews along with dozens of links to online resources and social media tools!**

**Session One — Social Media Strategy** – Before choosing your social media tactics you need to align your activities with your objectives. One of the best ways to do this is to listen first. In this session we will design your social media listening station.

- Video: Session 1 Lesson
- Video: Basics of Twitter Search
- Video: Google News and Alerts
- Video: Using Google Reader to Listen

**Session Two – Optimizing Brand Assets** – Social media sites afford a great opportunity to create outposts for your content. In this session we will look at the best ways to create and optimize profiles and other social media real estate.

- Video: Session 2 Lesson
- Video: The Google Personal Profile
- Video: Creating Local Search Profiles
- Video: Basic Facebook Set-up
- Video: Embedding YouTube Videos
- Video: Optimizing Your LinkedIn Profile
- Video: Optimizing Brand Assets
- Video: The Basics of Podcasting

**Session Three – Blogging for Business** – Maybe you have a blog, surely you've heard all about them. In this session we will dive deeply into why every small business should consider a blog the central hub of their social media strategy. Session will include discussion of best practices.

- Video: Session 3 Lesson
- Video: WP Settings
- Video: Installing WordPress
- Video: Blog Posts
- Video: WP Pages
- Video: WP Widgets
- Video: WP Plugins
- Video: WordPress Themes

**Session Four – Social Networking and Networks** – Creating profiles on the major social networking sites isn't enough. In this session we will cover the best practices for creating engagement on Twitter, Facebook and LinkedIn

- Video: Session 4 Lesson, pt1
- Video: Session 4 Lesson, pt2
- Video: Twitter Search
- Video: Twellow
- Video: Tweetdeck
- Video: Facebook Fan Page
- Video: Facebook FBML
- Video: LinkedIn Profile Organizer

**Session Five – Managing the Beast** – The burden of attempting to keep up with the set of actions required to participate fully in social media can overwhelm. In this session we will create your social media system in an attempt to bring it all together so you can balance input with ROI.

- Video: Session 5 Lesson
- Audio: Getting Things Done
- Video: Twitter Feed
- My Social Media System
- Video: Netvibes Dashboard
- Video: Facebook Fan Box

**Career Connection Discounted Price:**

# \$179.00

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