Social Media Essentials

Get a Solid Foundation in Social Media Issues, Opportunities and Tools

This course provides a comprehensive look at social media within a business context. Discover the dynamics that are driving online communications. Explore a range of social media channels and tools, and evaluate the opportunities and potential challenges of each. Embrace the power of social media to boost community engagement and achieve organizational objectives.

Takeaways

- Get a solid foundation in social media principles and uses
- Learn best practices for primary social media platforms
- Navigate thorny issues like risk, security and privacy
- Investigate how various types of organizations are using social media differently
- Explore social media mechanisms for increasing visibility, trust, engagement and reputation
- Develop a social media toolkit, and align online channels with organizational goals
- Manage your social media ecosystem and governance
- Fit social media into the wider marketing picture: analytics, branding, etc.
- Integrate social media with other online and offline marketing initiatives

Course Content

Overview of Social Media

- History, principles and characteristics of social media
- Benefits, issues and opportunities
- Social media risks
- Personal and organizational security and privacy
- Identity, personal branding and reputation management

Community and Sharing

- “The Conversation” and building relationships
- Online community engagement
- Brand voice: branding consistently while respecting the norms of each social channel
- Sourcing content: social news and social bookmarking, blogs, podcasts, RSS and newsreaders
- Social media goals for various types of organizations
Course Content (cont’d)

Social Media Channels and Best Practices
- Blogging and microblogging
- Rich media sharing (YouTube, Instagram, etc.)
- Live video (Periscope, Facebook Live, etc.)
- Messaging (Snapchat, Facebook Messenger, etc.)
- Social networking (Facebook, LinkedIn, etc.)
- Twitter
- Location-based services (Foursquare/Swarm, etc.)

Developing and Managing Your Social Media Ecosystem
- Social search and social listening
- Social media analytics
- Social media integration
- Social media tools

Course Leader

Tristan Jutras helps people make smart technology decisions. With a background in broadcasting, web development, marketing and communications, he has more than 20 years of experience working with local startups and global brands on online endeavours. He also leads courses on digital marketing, social media, web analytics, online security, blockchain technology and more. An active speaker, he contributes regularly to tech stories on Global TV and other news outlets.

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