

# Syllabus for Social Media Optimization



<b>Course Duration for SMO</b>
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<b>Objective For SMO Course</b>
• Getting the student to be well trained in Digital Marketing
<b>Eligibility for SMO Course</b>
• Any Technical Graduates or Undergraduate
<b>Let us take a look on what you will learn in Digital Marketing Training</b>

<b>Social Media Optimization-an overview</b>
<ul style="list-style-type: none"> <li>• What is social media?</li> <li>• How can social media help my business?</li> <li>• Social Media Training: The Big Picture</li> <li>• Conversations, relationships, word of mouth and transparency</li> <li>• The key Social Media tools and networks</li> <li>• Establishing your online identity and message</li> <li>• The consolidated approach</li> </ul>
<b>Social Media Training: Blogging</b>
<ul style="list-style-type: none"> <li>• Why should you blog and what should you to blog about?</li> <li>• The main types of blog post</li> <li>• Research methods for writing quality, timely content</li> <li>• Engaging your audience with video</li> <li>• Making best use of specific Social Media platforms</li> </ul>
<b>Twitter</b>
<ul style="list-style-type: none"> <li>• How does Twitter work?</li> <li>• Setting up a Twitter account</li> <li>• Re-tweets, hash tags and lists</li> <li>• Managing and enhancing Twitter with apps</li> <li>• Tweeting rich media</li> </ul>

<b>Facebook</b>
<ul style="list-style-type: none"> <li>• An introduction to Social Media and Facebook in particular</li> <li>• What is Facebook and why do so many people use it?</li> <li>• What are the business benefits of a Facebook profile?</li> <li>• The ground rules; the major do's and don't about creating a business profile on Facebook.</li> <li>• How it works – the basics</li> <li>• How it works – the advanced and little known features</li> <li>• Etiquette on Facebook</li> <li>• Getting your message across on Facebook</li> <li>• Building your brand on Facebook</li> <li>• Connecting and research with Facebook</li> <li>• Creating new customers and keeping them</li> <li>• Driving visitors to your website through Facebook</li> <li>• Enhancing your Facebook activity</li> <li>• Direct communication with your Facebook 'friends'</li> <li>• How can Facebook be used to aid my business?</li> </ul>

## Syllabus for Social Media Optimization



### Linked In

- Introduction to LinkedIn
- Why LinkedIn is key and its place in the social media and business worlds
- Setting your LinkedIn strategy
- Getting your Settings right for you
- How it works – the basics
- How it works – the advanced and little known features
- Etiquette on LinkedIn
- Getting your message across on LinkedIn
- Building your brand on LinkedIn
- Creating the right profile: the cornerstone of your LinkedIn activity
- Developing your profile to attract new prospects and clients as well as acting as social proof for referrals and word of mouth
- Developing your network to increase your reach and visibility
- Methods and approaches to extend your network
- Using the advanced search facilities to find new potential prospects and target new businesses.
- Raising your profile and marketing yourself, your company and services
- Developing and raising your profile to set you apart from the competition on LinkedIn
- Updates: how to use them best without re-inventing the wheel
- Groups: participating sensibly and establishing your own
- Recommendations, messaging, endorsements and other on site tools Company tools and coordinating activities

### YouTube

- An Introduction to YouTube
- How to create a YouTube Channel.
- Optimizing YouTube Channel.
- How to gain more YouTube views & Subscribers.
- How to work with your YouTube Audience
- Annotations, Rich Cards & Associate Websites