

SOCIAL MEDIA -BEGINNERS [TEC003]

Getting your head around Social Media and what it means to be Social Media conscious

SAQA Unit Standard: 119469 Credits: 5 NQF level: 4

SAQA Unit Standard: 119457 Credits: 5 NQF level: 3

Course Duration: 1 day

OVERVIEW:

This course aims to equip practitioners with using the tools of Social Media to provide solutions to both common and complex business challenges. The course also focuses on giving you the know-how to navigate this digital world to create unique opportunities For communication to a target market, by giving your customers an interactive brand experience they will value, to assist you in the goals of customer and community engagement resulting in brand loyalty.

Course Participant:

This course would suit a business practitioner who wants an intricate understanding of Social Media on how best to apply Social Media to business communication practices. The only requirement is that attendance with an open mind is key.

Course Outline:

The Social Economy

- An all-encompassing introduction to the world of Social Media. Why Social media is the new economy
- Making sense of the history, the future, the jargon, the main players, & the myths...busted

Broad Spectrum Business Integration

- Customer Relationship Management in the Digital era : SRM is the new CRM
- Query and complaint resolution in real time...service excellence with a 😊
- Networking without leaving your office or home
- Project / Programme Management : who does it, who manages it, who budgets for it
- Understanding the role of a Social Media practitioner
- Determining success and failure : benchmarks, agreed terms of performance, reviews

The great Marketing Revolution

- Brand Positioning for a digi-generation : Awareness, Advertising, and Added Value
- Every marketer's 'Holy Grail' : Attaining brand advocacy

- Creating conversations for customer engagement & connecting with your audience
- Stronger brand relationships through online community building
- Social Media reinventing the PR and Media Relations playbook
- A perfect marriage made in Marketing Heaven – Social Media and Smartphone mobiles
- Crisis management in the age of Social Media
- Measurement and Monitoring : helping you achieve 1:4 Marketing ROI
- Building Social Equity : SEO meets Social Media
- Developing a Marketing Strategy for a new age

Social Media in the Workplace

- Employee engagement : no meetings required
- IT's new challenges
- Who 'owns' Social Media – IT or Marketing ?

Case Studies

- Case studies will be used in as many aspects of the course as possible to illustrate the power of Social Media when it's done well and also when it's done with detrimental effects