

Social Media 101, Live Online Course

Course Type

Live Online Course*

**This course is not eligible for certification.*

Duration

Up to 90 minutes/week over 6 weeks

Course Overview

How long ago did you update your Facebook status? What was the last Tweet you sent? Social media is thriving and growing by the minute – eventually it will become part of everything from TV viewing to shopping or dining (and to an extent, it already has). Ensure that you're not just riding the wave, but at the head of the curve. In just 90 minutes per week, you'll begin to understand social media, learn to control your messaging, encourage loyalty, and humanize your brand. This course will leave you with impactful ideas, best practices, and strategies that you can start putting to use immediately, without hesitation or frustration.

Topics

- Understand social media, how it has evolved, and where it is now
- Explore why you should be involved in the social media conversation and how it will impact your business
- Determine how to monitor and control the messaging about your organization
- Learn to develop a strong and successful social media campaign and incorporate it into your marketing strategy
- Discover ways to measure and quantify social media
- Recognize how to keep up with trends, learn, grow, and adapt

Course Outline

Day 1: Social Media Background

- What Is Social Media? Why Does It Matter?
 - Define it: from grandparents' style of word of mouth within neighborhoods to a digital version of that
 - Info – good, bad, and ugly – spreads quickly today
 - Domino's Pizza YouTube example
 - Kevin Smith Southwest example
 - Bank of America customer service example
- Social Channels
 - The social media landscape
 - Facebook
 - Twitter
 - Other networks that may be relevant to your brand
 - Finding the right mix
 - Start by listening

- The Evolution of Social Media
 - Mobile and social join forces for the on the go, anytime information.
 - Context is important – where, when, and how you communicate
 - Eventually, social media will become part of everything from TV viewing to shopping and dining (and it already is to an extent)
- Take-away activity

Day 2 – Social Media – Reasons to Believe

- Review take-away activity
- Reasons To Get Involved
 - “Control” or Impact the message
 - Reference study on Fortune 100 brands who don’t own their Facebook pages
 - Customer Service
 - Delta example
 - Impact Sales
 - Foursquare at AJ Bombers
 - Encourage Loyalty
 - Buffalo Wild Wings & SCVNGR example
 - Bring personality to life/humanize the brand
 - Travelocity’s Roaming Gnome (mascot)
 - Mello Yello’s brand voice (non-mascot)
- Getting Started
 - Listening
 - If you do nothing else, LISTEN
 - Every brand – large and small – is being talked about in some way in some channel
 - Gather the listening information, analyze it and looking for where the audience is and what they’re saying about your brand and your competitors
 - Monitoring tools
 - Example in action
 - Mello Yello example with the Looxii tool
- Take-home activity

Day 3 – Developing a Plan for Social

- Review take-away activity
- Developing your plan
 - Choose the relevant network(s)
 - Brand voice and tone
 - Content planning
 - Best practices
 - Content updates and frequency
 - Responding
 - Conversation
 - Overall integration into the marketing mix
 - Staff/budgetary planning
- Take-away activity

Day 4 – Content

- Review take-away activity
- Content for Social Media – strategy and creation
- Take-away activity

Day 5 – Quantifying Social Media

- Review take-away activity
- Metrics and goals
 - Metrics that are being used
 - How do you find what is “good”?
 - Measuring and adjusting on the fly
 - Reporting and sharing insights
- Take-away activity

Day 6 – Next Steps

- Review take-away activity
- What's next?
 - Keep listening and learning
 - Audit your competitors
 - Keep up with trends
 - Blogs to follow
 - Identify brand “passionistas”
 - Lapostolle uncork the passion example
- What if I fail?
 - There is no failing in social media
 - This is still a new and growing space and the key here is constantly learning and adjusting

**Outline is subject to change.*

Registration Rates for Live Online Course

DMA member \$599
 Non-member \$899

Schedule

Spring Workshop:

6 Wednesdays beginning May 9, 2012

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Instructor

Sloane Kelley

BFG Communications
Co-Founder, Geekend

As Interactive Strategy Director for BFG Communications, Ms. Kelley focuses on developing social media and digital strategies for a variety of brands including Coca-Cola and Moët-Hennessy. Sloane’s specialty is anticipating trends in the ever-changing digital space and bringing content to life in creative ways. Sloane is the founder of the Savannah chapter of Social Media Club and a co-founder of Geekend, an annual interactive conference and DMA event partner.