



Ed-Tech
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SOCIAL MEDIA MARKETING

3 Months | 6 Month Courses





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Transforming education
through technology

SOCIAL MEDIA MARKETING



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Blogging
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* INTRODUCTION

About Social Media
Steps to Getting Started

* SOCIAL MEDIA MARKETING

What is Social Media Marketing ?
Types of Social Media Websites
Mobile Social Media

* THE MOST IMPORTANT SOCIAL MEDIA WEBSITES

Facebook

Facebook Page
Facebook Group
Facebook Business Manager
Facebook Company Page
Adding captions to your videos
Social Media content Ideas

Twitter

Hashtags
Retweet
Follow for Follow

Linked In

Instagram

- What is Instagram ?
- Why have an Instagram Account ?
- Adding Social Networks
- Instagram Direct
- Using Filters and Editing Photos
- Developing a Strategy
- Using Hashtags effectively
- Connect and pay attention
- Pinterest
- What is Pinterest ?
- Setting up your Pinterest Page
- Verifying your website
- Pinterest Pins and Boards
- Group Boards
- Secret Boards
- Pinning Effectively

Pinterest

- What is Pinterest ?
- Setting up your Pinterest Page
- Verifying your website
- Pinterest Pins and Boards
- Group Boards
- Secret Boards
- Pinning Effectively
- Analytics
- Building An Audience
- Business Account

TikTok

- What is TikTok ?
- Why have a TikTok account ?
- Creating a TikTok account.
- Adding Social Networks
- TikTok Features
- Developing a strategy
- Use Hashtags Effectively
- Connecting on TikTok
- Promoting TikTok Videos

* BLOGGING

- Types of Blogs
- Blogging Platforms
- Blogging Recommendations
- Be Consistent
- Interact with the Readers
- Analyze the performance

* BLOGGING

- Types of Blogs
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- Analyze the performance

* SOCIAL MEDIA ENGAGEMENT

- What is social media engagement?
- How to increase social media engagement?

* SOCIAL MEDIA AND TARGET AUDIENCE

- What is target audience?
- Use Social Media insights to learn about Target audience
- Analyze the sales
- Compare your audience

* SHARING CONTENT ON SOCIAL MEDIA

- High Quality Content
- Photos
- Graphics
- Videos
- Links

* SOCIAL BOOKMARKING WEBSITES

- The purpose of Social Bookmarking website
- Most popular Social Bookmarking websites

* APPROACH TO SOCIAL MEDIA

- Be consistent
- Be social
- Be professional
- Be helpful
- Be reliable
- Be generous
- Be interesting
- Be inspirational
- Combine different approaches

* **DOS AND DON'T S OF SOCIAL MEDIA**

Social Media Dos
Social Media Don't s

* **SOCIAL MEDIA STRATEGY**

Goals
Planning
Strategies
Monitoring
Analysis
Avoiding Mistakes

* **TIPS ON USING SOCIAL MEDIA IN MARKETING**

Customization
Social Media Optimization
Guidelines
Evaluation

* **USING SOCIAL MEDIA FOR PROMOTION**

Paid Advertising
Other methods for Social Media Promotion

* **AUTOMATION AND SOCIAL MEDIA**

What is Automation ?
Automation Tools
Benefits of Social Media Automation
Disadvantages of Social Media Automation

* **SOCIAL MEDIA AND OTHER TYPES OF MARKETING**

Social Media marketing and content marketing
Social Media marketing and email marketing
Social Media marketing and search engine marketing

* **SOCIAL MEDIA MARKETING GLOSSARY**

* **CONCLUSION: THE IMPORTANCE OF SOCIAL MEDIA IN MARKETING**





What is Social Media marketing?

Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals. But it's not just about creating business accounts and posting when you feel like it. Social media marketing requires an evolving strategy with measurable goals and includes:

Maintaining and optimizing your profiles.

- Posting pictures, videos, stories, and live videos that represent your brand and attract a relevant audience.
- Responding to comments, shares, and likes and monitoring your reputation.
- Following and engaging with followers, customers, and influencers to build a community around your brand.

Key Points

- Social media has become a key channel for organizations to connect with people and for companies to market and capitalize on their audience.
- The main points for propelling market expansion are rising demand for social media advertising services and

high demand services from digital advertising firms.

Why Social media marketing as a Career?

- Social media has become essential
- Social media is Fairly new
- You have the creative control
- Social media has growth opportunities.

JOB OPPORTUNITIES

- * **Social media Manager**
- * **Content Strategist**
- * **Content Producer**
- * **Digital Marketing Specialist**
- * **Data Analyst**
- * **Social media Analyst**
- * **Brand Manager**



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