



## SOCIAL MEDIA IN PRACTICE CERTIFICATE

### INTRODUCTION

Having a presence and a focused Social Media Content Strategy is not just a marketing objective - it should be a business object. But where do I start? Which channel/s should I choose? How do I write a strong call to action in my Facebook post? How should I use LinkedIn?

All these questions will be answered in our Social Media In Practice certificate.

### WE COVER

What is SMM?  
Social Media Marketing and the Business Objective? Key Terms & Concepts Discussion  
Social Networking: Facebook Marketing  
Content Creation: Image Sharing  
YouTube & Marketing  
Blogging as a Marketing Tool  
Microblogging: Twitter as a Marketing Tool  
Tracking Campaigns, Analytics & Social Listening  
Using SM to solve Business Challenges  
Reputation Management & Customer Service  
A step-by-step Guide to a better Social Media Content Strategy  
Social Media Management  
Practical Examples and Applications

### ADMISSION REQUIREMENTS

A basic working knowledge of computers, digital devices and social media.



Two day course from 9:00 - 16:30 or  
Four Saturdays from 9:00 - 13:00

For more information or to register,  
please contact a student advisor:  
[info@conceptinteractive.co.za](mailto:info@conceptinteractive.co.za) 021 202 7890  
[www.conceptinteractive.co.za](http://www.conceptinteractive.co.za)