

Social Media for Marketing



In today's rapidly-evolving media landscape, social media has not only become a fundamental tool for communication, but a must-have skill in a multitude of industries. With the right amount of practice and social media education, students and professionals are empowered with a competitive edge in their studies, careers and communications.

This course will teach marketing students how to create and maintain a social media presence for business, including Facebook, Twitter, Google+, Tumblr, LinkedIn, YouTube, Instagram, etc. Students will learn to use social media and content marketing to grow their business and engage with customers.

Course objectives

By the completion of this course, students will be able to:

- ✔ Understand social media fundamentals
- ✔ Understand basic social media etiquette
- ✔ Create a social media strategy
- ✔ Publish social media updates and engage with a community
- ✔ Apply social media best practices to enhance their personal brand
- ✔ Drive traffic to their blog using social media
- ✔ Create a content marketing calendar
- ✔ Understand social media advertising
- ✔ Manage social media using the HootSuite dashboard
- ✔ Measure site traffic using Google Analytics
- ✔ Create and follow a social media policy

This curriculum is made up of the following lessons:

1. Why Social Media?
2. The Digital Marketing Landscape
3. Social Networks, Part 1
4. Personal Branding & Social Media Etiquette
5. Social Media Tools & Applications
6. Social Media & Breaking News
7. Social Networks, Part 2
8. Engaging on Social Media
9. Social Media Analytics & Proving ROI
10. Social Media Policies

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HootSuite University

This curriculum incorporates readings from a variety of sources, opinions from various media outlets, and online video courses from HootSuite University. The curriculum takes a "flipped classroom" approach with the intent of students learning the lesson at home before class in order to collaborate about the application and theory in-class.

HootSuite University offers online and on-demand education about social media, and is available to professors and higher ed students for free as part of the HootSuite University Higher Education Program: hootsuite.com/higher-ed

Lesson: Why Social Media?

Social media has changed the way we communicate and the way we do business. Word of mouth marketing is being replaced by tweeting recommendations to friends, and more and more customers are researching products online before purchasing. This introductory lesson introduces the relevance of social media in marketing and gives a high level overview of the top social networks.

Lesson Objectives:

- Understand how social media has created a shift in marketing
- Understand the current state of social media marketing
- Understand high level applications of the top 10 social networks: Facebook, Twitter, LinkedIn, Google+, Youtube, Foursquare, Tumblr, Instagram, Pinterest, and Flickr



Watch

- SCMD 121: [Introduction to Social Networks for Organizations](#)
- [The Virgin Story: How to Create an Irresistible Brand Using Social Media](#)



Read

- [Marketing is Dead](#)



Do

- Activate your HootSuite account and create your HootSuite University profile
- Complete your [SCMD 121 workbook](#)
- Complete the [SCMD 121 exam](#)

Lesson: The Digital Marketing Landscape

Before you start marketing using social media, it's important to understand how social media fits in with other digital tools and marketing approaches. This lesson will provide the relevance for social media in our digital age.

Lesson Objectives:

- Understand the technology adoption cycle
- Recognize the zero moment of truth
- Understand the relationships between different digital entities



Watch

- Lecture Series: [The Redefinition of Traditional Media Models with Todd Defren](#)
- Lecture Series: [The New Social CMO: 5 Ways Your Competition is Not Leveraging Social, Yet, with Ian Wolfman and Mark McKinney](#)



Read

- [Rethinking “Crossing the Chasm”](#)
- [Winning the Zero Moment of Truth \(chapter 2\)](#)
- [Digital Marketing Transit Map](#)
- [The Dynamic Digital Marketing Landscape](#)



Do

- Find a client for your class project

Project Assignment:

Introduce the class project and have students research and select a client to work with.

Class Project:

Students will work for a client of their choosing, such as a non-profit organization, a new startup, small business, etc, for the duration of the semester. Students will need to have access to any existing social media channels and the permission to create new ones. Principles learned in class will be applied to their client as they use social media to grow their business and learn hands-on social media best practices. Students will also create a blog for the client using the Tumblr platform, and use social media to drive traffic to the site. HootSuite will be used as an integrated marketing tool throughout the course and students will attain their HootSuite Certification.

Students will provide a report on their successes and challenges, what strategies worked and didn't work, what social networks and applications they found the most effective, and their overall experience.

Grading will be determined by the quality of content created, social media activity, and effort.

Lesson: Social Networks, Part 1

Students will learn the fundamentals of creating and managing social presences on Facebook, Twitter, Tumblr, and Google+ and how marketers are using these networks. The material provided in this lesson is intended to give students the tactical knowledge of how to use these social networks, it is recommended that class time be used to cover the ideas, theory, or application of these networks.

Lesson Objectives:

- Create and maintain a business presence on Facebook, Twitter, and Google+
- Create and publish content to a Tumblr blog
- Engage with other customers social media
- Use social media to follow their industry and community

Facebook

Professor may choose to combine this with other sections of the lesson or have Facebook as a standalone lecture.

Learning Objectives:

- Setting Up Your Facebook Page
- Understanding Facebook Page Features
- Monitoring Facebook Insights
- Understanding how marketers and businesses use Facebook



Watch

- SCMD 110: [Creating a Facebook Brand Page](#)
- Lecture Series: [5 Best Practices for New Facebook Pages](#)
- [Sheryl Sandberg Keynote](#)

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Read

- [Best Practice Guide: Marketing on Facebook](#)
- Review Mashable's [Facebook Marketing Series](#) for any compelling articles

Do

- Create a Facebook page for your client and begin posting content based on the best practices you've learned
- "Like" [Facebook Marketing](#)
- Like at least 5 pages relevant to your client's industry
- Complete the Facebook portion of your [SCMD 110 workbook](#)

Twitter

Professor may choose to combine this with other sections of the lesson or have Twitter as a standalone lecture.

Learning Objectives:

- What is Twitter?
- Setting Up Your Twitter Account
- Understanding Twitter's Web Features
- Following & Connecting with Your Community on Twitter
- Understanding Hashtags & Privacy Settings
- Understanding Marketing Best Practices for Twitter
- Engaging With Your Community on Twitter

Watch

- SCMD 110: [Creating a Twitter Profile](#)

Read

- "Mom, this is how Twitter works" by Jessica Hische
- [Marketing with Twitter](#)
- Review [The Twitter Rules](#)
- Review the [Twitter for Business](#) portal

Social Media for Marketing

Do

- If you don't have one already, create your personal Twitter account
- Create a Twitter account for your client
- Create a Twitter list for your industry, including at least 10 industry influences and 10 other businesses or organizations
- Find your client's community on Twitter. Eg if your client is a restaurant, find the "foodie" community. Follow influencers and relevant accounts and find popular hashtags you can utilize
- Complete the Twitter portion of your [SCMD 110 workbook](#)

Google+

It's recommended that Google+ is combined with another section in this lesson, such as Tumblr.

Learning Objectives:

- What is Google+?
- Creating and Customizing Your Google+ Profile
- Understanding Google+ Features
- How to Grow Your Audience Using Google+
- Creating and Using Google+ Circles

Watch

- SCMD 110: [Creating a Google+ Page](#)

Read

- [How Google+ improves your overall marketing with Google](#)
- [How to Promote your Google+ Page](#)

Do

- Create a Google+ page for your client
- Create two circles for your client: one for other organizations and another circle of influencers or prominent people in your industry/community
- Complete the Google+ portion of your [SCMD 110 workbook](#)

Tumblr

It's recommended that Tumblr is combined with another section in this lesson, such as Google+.

Learning Objectives:

- What is Tumblr?
- Understand how Tumblr is similar and different from other blogging platforms
- Understand How Businesses Are Using Tumblr
- Create and customize a Tumblr blog
- Publish content to Tumblr



Watch

- Lecture Series: [How the Best Brands Tell Stories Using Tumblr with Ari Levine](#)



Read

- [A Quick Guide to Using Tumblr for Business](#)
- [26 Ways to Market Your Business with Tumblr](#)
- [11 Step Blogging Guide](#)
- [8 Step Call to Action Guide](#)



Do

- Create a Tumblr blog for your client. You can customize your blog from a variety of free themes available from Tumblr.
- Once you have created your blog, tweet the URL with the class hashtag. Using the hashtag, find your classmates' blogs and follow them.
- Find and follow other Tumblr accounts relevant to your industry, be it personalities, publications, organizations, governments, etc.
- Explore Tumblr's [featured tags](#), and research which tags are most popular for your business
- Note: you can only follow blogs from a primary Tumblr account. If you have an existing Tumblr account you can easily create a secondary blog, but you will only be able to follow, like, and reply to posts using your primary Tumblr account (which would be your personal). Be sure to create a **new** Tumblr account with an email address you can share with your client.

Project Assignment:

Now that you have a working knowledge of how to create and maintain a social media presence on Facebook, Twitter, Google+, and Tumblr, it's time to get started with your class project. Create a social media plan to include your final report. Your plan should include how you plan to use each social network, what you will be focused on promoting, and what business goals you hope to achieve using social media.

You can use Tumblr as a static blog, or you can use it to post a mix of short and long form content (as seen in the readings). Write your first blog post on a subject that is of interest to your audience, publish it to Tumblr using appropriate post tags, and promote it on Facebook, Twitter, and Google+ using best practices gleaned from reviewing assigned material.

Lesson: Personal Branding & Social Media Etiquette

Understanding how to communicate with social media is key to your success in today's digital landscape. In this lesson, you'll learn the guidelines and best practices around social media etiquette as well as the nuances of specific social networks to help you communicate effectively online.

It's important for marketers to have a consistent personal brand and professional online presence to help you find clients, present yourself as knowledgeable, and leverage your personal networks to help you achieve your business' goals.

Lesson Objectives:

- Understand the Fundamental Dos & Don'ts of Social Media
- Understand Why Social Media Etiquette is Important
- How To Build A Network of Connections That Reflects You
- How To Disclose Bias and Represent Yourself Accurately
- Understand the nuanced etiquette for Twitter, Facebook, and LinkedIn
- Create a consistent personal brand online



Watch

- SCMD 115: [The Dos & Don'ts of Social Media Etiquette](#)
- HOOT 100, 105, 110: [Getting Started With HootSuite](#)



Read

- [5 Ways to Avoid Sabotaging Your Personal Brand Online](#)
- [Why Profile Photos Matter - Is Yours Appropriate?](#)

 Do

- Complete your [SCMD 115 worksheet](#) & pass the [SCMD 115 exam](#)
- Review @Sree's [Effective Twitter Bios Twitter list](#). Is yours working for you?
- Get started with your HootSuite dashboard by adding social networks and following the steps [outlined in your course workbook](#)

Project Assignment:

Now that you understand why personal branding and social media etiquette is important, it's time to take an audit of your existing client pages: is there a consistent branding scheme (color/cover photo/avatar)? Based on what you've learned, update your pages on Twitter, Facebook, Google+, and Tumblr.

Create a personal website of all your social media profiles to show off your personal brand using [Flavors.me](#) or [About.me](#) and tweet your URL using the class hashtag. You should update this site as the class progresses and you add more social profiles.

Lesson: Social Media Tools & Applications

As you've learned, social media can be a powerful tool for marketing. However, it can be difficult to manage multiple social profiles, networks, and accounts as new ones spring forward all the time. Organizing your social media and conversations is important so you can then add opinion and provide engaging content in the form of a story.

Lesson Objectives:

- How to Track the Success of a Story From Tweet to Pageview
- How to Measure Site Traffic Using Google Analytics
- Understand Why Social Media Management Tools Are Important
- Understand the Mobile App Landscape



Watch

- [End to End ROI Tracking with HootSuite & Google Analytics](#)
- HOOT 120, 130, 140: [Getting Started With HootSuite](#)
- [Using Social Media for Global Growth: The Airbnb Story](#)

Read

- [Using Google Analytics & Tumblr](#)
- [Case Study: Anatomy of a Tweet](#)
- [Hop Aboard the Mobile Marketing Train](#)

Do

- Create a [Disqus](#) account, [install it on your Tumblr](#), and enable comments for your readers.
- Complete the appropriate sections [in your coursebook](#)

Project Assignment:

Create a Google Analytics account and start tracking your Tumblr blog and HootSuite messages! Apply the best practices you learned from the Google Analytics webinar and track how much traffic each of your social media posts is generating. Create a marketing content strategy for your final report. Based on your analytics in the coming weeks, make adjustments to your social media messages and experiment with different ways of driving traffic, and include these strategies your final report.

If you have a smartphone, research apps that will be helpful to your marketing, download them, and start experimenting with using them for your project. Some inspiration: Dropbox to quickly share files, IFTTT to set up news alerts, Vine for on-location video, etc. If you choose, you can post your experiences or the media you created to your blog.

Lesson: Social Influence & Advertising

Content marketing may be the cornerstone to your social media strategy, but social ads are also an effective way to increase awareness of your brand or profiles. This lesson will cover different strategies and techniques used when building out social ads.

Lesson Objectives:

- Understand Twitter ads
- Understand Facebook ads

Watch

- Lecture Series: [Brand Management using Twitter and HootSuite](#)
- HOOT 200-240: [Advanced Tactics with HootSuite Pro](#)

 Read

- [The Future Belongs to Native Ads](#)
- [Facebook Ads Optimization Guide](#)
- [Interests Targeting for Facebook Ads](#)
- [The role of sharing: advertising in the age of social media](#)

 Do

- Complete your [coursebook](#) & pass the [HootSuite Certification exam](#)

Project Assignment:

Create an advertising strategy for your final report. Research what advertising looks like on different social networks (Foursquare, Youtube, etc) and summarize what you think the best approach would be for your client. You do not have to actually create and pay for the ads, but you should be familiar with how you would do so if you were given a budget.

Lesson: Social Networks, Part 2

Students will learn the fundamentals of creating and managing social presences on LinkedIn, Instagram, and Youtube, and how marketers are using these networks. The material provided in this lesson is intended to give students the tactical knowledge of how to use these social networks, it is recommended that class time be used to cover the ideas, theory, or application of these networks.

Lesson Objectives:

- Create and maintain a professional presence on LinkedIn
- Understand how to incorporate multimedia into content marketing
- Understand how YouTube and Instagram can be used in marketing

LinkedIn, Instagram, & YouTube

 Watch

- SCMD 110: [Creating a LinkedIn Profile](#)
- Lecture Series: [Building a Powerful Community on YouTube with Ryan Nugent](#)
- Lecture Series: [How to Use Social Video to Drive Results with Cameron Uganec](#)

🔍 Read

- [How Katy Perry and YouTube Make Their Marketing About the Fans](#)
- [5 Great Brands Using Video on Instagram](#)
- [5 Great Brands on Vine](#)
- [Best Practices: Creating Video Content](#)

📌 Do

- Complete your [SCMD 110 workbook](#) by filling out the LinkedIn section
- Take the [SCMD 110 Exam](#)
- Create/update your LinkedIn profile based on the best practices you learned, link it to your About.me or Flavors.me profile, and add it to your HootSuite dashboard
- If applicable, add your existing Instagram or Youtube accounts to HootSuite via their App Directory

Project Assignment:

Review your existing social media plan: should you add any other social networks to your strategy? Does Instagram, Vine, or Youtube make sense for you client? Based on what you've learned, include your conclusions in your report.

Write a blog post for your client and incorporate multimedia from Youtube, Instagram, and Vine. Search for your community's influencers and publications on Instagram or Youtube and follow them (tip: you can set up streams in HootSuite to monitor tags and feeds alongside your other social media accounts).

Now that you are HootSuite Certified, it's time to create a content calendar for the remainder of the class. Map out what content you will be creating, for what social network, and schedule applicable messages. Include a copy of your calendar in your final report, along with your learnings and any adjustments you had to make.

Lesson: Engaging on Social Media

Using social media to drive traffic to your blog, find customers, and follow news is important to your success as a marketer. But social media also provides an opportunity to engage with the community involved in your industry, which can be a great way to build relationships with key influencers and make you a trusted part of the community.

Lesson objectives:

- How to engage with your community over Facebook
- Understand social media best practices for engaging with your Twitter followers
- Understand why it's important for news organizations to build community

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Watch

- Lecture Series: [Facebook Brand Pages: Rules of Engagement with Jason Li](#)
- Lecture Series: [Where Context Meets Content with Gary Vaynerchuk](#)



Read

- [The Importance of Engagement](#)
- [Measuring Community Engagement: A Case Study from Chicago Public Media](#)
- [What “Engagement” Means to The Guardian’s Meg Pickard](#)
- [13 Ways to Make Something Go Viral](#)



Do

- Start applying the best practices you learned to your social media activity this week. Did you notice an increase in comments, retweets, or mentions?

Project Assignment:

Apply these best practices when promoting a blog post this week. Try to choose a topic that would best engage your community with the goal of creating conversation and having readers engage with your content through comments and shares. Include the result and reaction in your final project report.

Lesson: Social Media Analytics & Proving ROI

Einstein famously said “not everything that counts can be counted, and not everything that can be counted counts.” Social media is no different, and with a lot of data to sort through, how do you know what you should be paying attention to and what you can discard? This lesson is an introduction to social media analytics to help you find out what it’s important to track in your marketing career.

Lesson Objectives:

- Understand basic analytics modules
- Create a social media analytics report using HootSuite
- Compare social media analytics with site traffic using Google Analytics



Watch

- Lecture Series: [The Science of Social Media with Dan Zarrella](#)
- Lecture Series: [Tactical Tips & Tricks for Social Media Success with Josh Ochs](#)

 Read

- [Social Media Metrics That Matter](#)
- [3 Simple Ways to Measure Your Social Media Results](#)

 Do

- Create a custom report for your blog and social media accounts using HootSuite's analytics modules.

Project Assignment:

Now that you've come full circle with your social media education, it's time to apply all of your knowledge and track your progress. Based on your experiences and what you learned in this class, create a final report on your successes and challenges, what strategies worked and didn't work, what social networks and applications you found the most effective, and your overall experience.

Be sure to include both hard analytics like site traffic and follower growth along with soft metrics like quality of comments, community engagement, and influence.

Lesson: Social Media Policies

You've learned how to conduct yourself professionally online, but now you have to learn how to follow a social media policy put out by an organization. Depending on your future workplace, you will have to tailor your activity to fit their social media guidelines. This lesson explores how various organizations approach social media policies.

Lesson Objectives:

- Understand the history of social media policies
- Understand why social media policies are important
- How to follow a social media policy responsibly

 Watch

- Lecture Series: [The Social HR Imperative: How to Establish an Internal Social Media Philosophy & Brand with Ambrosia Humphrey](#)

 Read

- [Guidelines for Guidelines: Social Media Policies Spark Debate](#)
- [There's No One-Size-Fits-All Social Media Policy in Journalism](#)
- [Associated Press Social Media Guidelines](#)
- [Reaction to AP Social Media Updates](#)
- [Reuters: Reporting From the Internet and Using Social Media](#)

 Do

- Continue work on your final report!

Project Assignment

For the final addition to your report, use your knowledge of social media to create a brief social media policy for your client that future employees may abide by. What will your internal approach to social media be? Be sure to consult with your client on their philosophy based on what you have learned.