

## **FGC5-19 Managing Social Media Platforms Certificate \$649. Avg. 48 Hours**

### **Individual courses available**

**Instructors: Katie Morin, Nicole Siscaretti and Jennifer Selke**

Different social networks have distinct characteristics, different features, and are used to develop a two-way communication and marketing strategy for your organization. Get a skill set for working and managing different social media platforms. Then find out what you can be doing, what you should be doing, and take back a plan to integrate social networks into your communication and marketing.

You will get a firm foundation in Twitter, LinkedIn, and Facebook platforms. Come away with both an understanding of these social networks and practical, how-to techniques to integrate social networks into your organization or business. Your instructors are outstanding practitioners who also speak, write, and train others on social networks.

### **Individual Courses**

#### **Twitter**

Twitter is a hot social media platform these days – and everyone seems to be using it. Learn the best way to take advantage of the unique opportunities Twitter offers – and discover the best ways to create relationships and network with your key constituents. You will find out the best – and easiest – techniques for successful interactions in the Twitterverse.

#### **Facebook for Business**

Find out what goes on behind the scenes on Facebook Pages and how to

increase the chances that your message is seen and acted on. Discover new tools and proven techniques to increase business and expand your reach.

Discuss how to adapt your marketing message for the Facebook platform and how to integrate Facebook across all marketing areas.

This is an advanced class and assumes you have started a Page on Facebook and have some basic knowledge of the platform. It includes the most current updates Facebook has made to Pages.

Technical Requirements: Access to Flash needed for audio and slide presentations

#### **LinkedIn**

LinkedIn is the most popular business social network and the website for professionals to network, build business relationships, and provide or receive referrals. Most people rarely get beyond setting up a profile and therefore miss out on all the advanced features that have come to make LinkedIn so popular.

Learn how to set up your personal profile so that it gets noticed by others. Discover how LinkedIn can be used to generate leads, recruit new employees, and find new jobs. This class will cover all the intricacies of LinkedIn to help you create, customize, and optimize your presence on LinkedIn.



**About online learning**

Online learning is a fun, enjoyable and very productive way to learn. Millions of people are learning online each year. You will engage with the instructor and other participants. You will get to know your instructor and other participants. You may make friends. It's easy. It's fun.



### How the Course Works

It is easy to participate in your online course. After you register, you will be given a web address to go to get into your online classroom. You will have a password and use your email address and password to gain access.

Once inside the online classroom, here's what you can expect.



### Participate when you want

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week.

There are no live real-time requirements or meetings. You decide when you participate.

For the best learning, participants should log into the course on 2-3 different days of the week.



### What you will do

For each Unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

For best learning, you should make one or more comments at 2-3 different times each day.

The content (readings, audio lectures, slides) and self quizzes are accessible for the entire course, so you can work ahead, or go back and review again, at your convenience.



### Discussion

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night.

Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

We encourage you to make 2-3 comments each day to maximize your learning and enjoyment of the course.

***It's easy. It's fun.***