

FGC8-19 Social Media for Business Certificate \$649 Avg. 48 hours

Individual courses \$259

Instructors: *Nicole Siscaretti, Jennifer H. Selke*

Get in on this exciting and growing way to communicate, market and serve your customers and clients. For businesses, nonprofits, government, and other organizations. From Facebook to Twitter, blogging, YouTube, LinkedIn, and more, discover the new principles of communication that apply across all networks and how these specific social networks work and the possible uses for your organization.

Learn how social networks are used to develop a two-way communication and marketing strategy for your organization. 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.

Whether you are new to social networks or already involved, you will come away with both an understanding of 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

Introduction to Social Media

Get involved in the move from in-person to online communication. Learn what social networks are and their role in your business and personal life. Find out the top sites and how businesses are using the sites for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients. Explore the options for your organization. Look at case studies of what other organizations are doing. Let your instructor guide your exploration of Facebook and YouTube. For anyone interested in social networks. Your instructor is a nationally known speaker, consultant and trainer on social networks and social media.

Marketing Using Social Media

Develop a two-way communication and marketing strategy for your organization using social networks. Let your instructor guide you in exploring major social networks, including Twitter, LinkedIn, and blogging. Learn quick, easy ways to use Twitter, blogs and LinkedIn to engage your customers or clients and keep them interested in your organization or business. You'll find out the advantages and disadvantages of each, and learn what's right for your work and kind of organization. Your instructor is a director of marketing for a national association, and writes and speaks on the topic.

Integrating Social Media in Your Organization

Take away a practical strategy and techniques for implementing social networks for your organization or business. Learn how to create your own private social network using Ning, work socially using Google Docs and calendars, and move your web site to an interactive Web 2.0 site. Then your instructor will help you choose which social network tools are right for your situation, and then integrate them into your web site to develop a social networking strategy for your organization. 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.



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.