



Western Technical College

10104109 Social Media Strategies

Course Outcome Summary

Course Information

Description	Explore current and up-and-coming online platforms, applications, and tracking methods for social media and determine how they are revolutionizing the marketing landscape. You will set up social media accounts, learn basic terminology, and incorporate best practices into marketing strategies. You will learn which platforms fit best with an organization's strategic goals, how to integrate content across them, interpret the analytics, and tailor them to maximize results.
Career Cluster	Marketing
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

Bundle: Essentials of Social Media Marketing and Mimic Social Simulation – Access. Charello, Michelle.
Publisher: Stukent Inc. **ISBN-13:** 978-0-9996302-4-2. Required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Live Responsibly: Foster Accountability
4. Refine Professionalism: Act Ethically
5. Refine Professionalism: Improve Critical Thinking
6. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Develop digital marketing strategies to anticipate and satisfy market needs.
2. Create digital marketing content for products, services, images, and ideas.

3. Integrate tools and technology for digital marketing initiatives.
4. Analyze the effectiveness of marketing outcomes.

Course Competencies

1. Develop skills in using current social media tools.

Assessment Strategies

- 1.1. Presentation

Criteria

You will know you are successful when

- 1.1. you describe current social media tools.
- 1.2. you explain how you use the tools personally.
- 1.3. you describe how to use the tools in a business setting.

Learning Objectives

- 1.a. Use platforms for personal and professional purposes.
- 1.b. Create account profiles.
- 1.c. Research social media platform analytics for business pages.
- 1.d. Compare social media dashboards.

2. Investigate various social media platforms.

Assessment Strategies

- 2.1. Written Product

Criteria

You will know you are successful when

- 2.1. you compare social media platforms.
- 2.2. you identify the target users of the platform.
- 2.3. you describe best time to post.
- 2.4. you use content relevant to the platform (pictures for Instagram, etc.).

Learning Objectives

- 2.a. Define social media.
- 2.b. Identify social media channels.
- 2.c. Research the development of social media over time.
- 2.d. Describe platforms used for personal and professional purposes.

3. Explore applications of social media in business.

Assessment Strategies

- 3.1. Written Product

Criteria

You will know you are successful when

- 3.1. you identify potential strategies of each platform for businesses.
- 3.2. you identify potential limitations of each platform for businesses.

Learning Objectives

- 3.a. Explore how businesses use social media (through blogs, current events, interviews, etc.).
- 3.b. Explore limitations of different platforms for business uses.
- 3.c. Compare and contrast how businesses use platforms to accomplish marketing goals.

4. Analyze current social media usage of a business.

Assessment Strategies

- 4.1. Social Media Audit PAT

Criteria

You will know you are successful when

- 4.1. you evaluate a business's branding consistency across platform profiles.
- 4.2. you identify the metrics of a platform's existing posts.
- 4.3. you determine if metrics are supporting the goals.
- 4.4. you compare performance and metrics of content to their competitors.
- 4.5. you complete a SWOT analysis for the performance of the platforms.
- 4.6. you recommend strategies to use social media to achieve business goals.

Learning Objectives

- 4.a. Review all social media platforms used by a business.
- 4.b. Identify metrics by social media platform for specific goals.
- 4.c. Compare use to their competitors.
- 4.d. Complete a SWOT analysis.
- 4.e. Analyze the performance of each platform over time.
- 4.f. Make recommendations for efficiency and effectiveness.

5. Develop consumer personas for target audiences.

Assessment Strategies

- 5.1. Written Product

Criteria

You will know you are successful when

- 5.1. you describe the demographics, psychographics, geographics, usage, and behavior of the target market.
- 5.2. you create a profile/persona based on the information collected.
- 5.3. you revise persona over time based on performance metrics.

Learning Objectives

- 5.a. Identify customer and prospect segments.
- 5.b. Choose who will be targeted.
- 5.c. Determine characteristics and behaviors of the personas.
- 5.d. Determine the social media platforms for each persona.

6. Develop a marketing plan using social media.

Assessment Strategies

- 6.1. Marketing Plan

Criteria

You will know you are successful when

- 6.1. you describe your goal(s).
- 6.2. you describe the strategies to be used to achieve the goals.
- 6.3. you identify and justify the social media platforms you will use.
- 6.4. you prepare a content calendar (content topic, persona, day/time, and platform).
- 6.5. you create the social media guidelines for the posts.
- 6.6. you identify the metrics to be used to measure performance.

Learning Objectives

- 6.a. Determine marketing goals for social media.
- 6.b. Determine marketing strategies to accomplish the goals.
- 6.c. Determine platforms, schedule, and content (content calendar).
- 6.d. Develop social media documentation.
- 6.e. Develop measurement criteria.

7. Publish relevant branded content using social media platforms.

Assessment Strategies

- 7.1. Simulation
- 7.2. Reflection

Criteria

You will know you are successful when

- 7.1. you write the content to be published following the content calendar plan.
- 7.2. you include a graphic or image that represents the business.
- 7.3. you schedule all posts for release.
- 7.4. you review the metrics of the posts in relation to the plan.
- 7.5. you make adjustments to future posts, as needed, based on metrics.
- 7.6. you reflect on your experience.

Learning Objectives

- 7.a. Execute the social media content calendar.
- 7.b. Track performance and adjust.

8. Measure effectiveness of social media campaign.

Assessment Strategies

- 8.1. Social Media Campaign Performance Report PAT

Criteria

You will know you are successful when

- 8.1. you collect final metrics of all the platforms.
- 8.2. you summarize the performance of the plan in relation to the goals.

Learning Objectives

- 8.a. Review metrics from marketing plan.
- 8.b. Compare goals to performance metrics to determine level of effectiveness.
- 8.c. Evaluate effectiveness of the campaign.