Using Social Media to Build Business

Using Social Media to Build Business is a 44-hour online course developed by the Department of Advertising and Public relations in the University of Georgia’s Grady College of Journalism and Mass Communication.

Module 1 — Strategy: Making Social Media Work for Your Brand
Module 2 — Assessment of Social Media
Module 3 — Social Networking Sites & Digital Video
Module 4 — Blogging and Microblogging

As you progress through each of the 4 modules, you will be challenged with self-test questions and interactive exercises to reinforce the information you have learned. The program will give you an invaluable skill set to help make social media work more effectively and efficiently for your organization, your brand, and your bottom line.

Reach out to your customers and the people who influence them.

Presented by a unique partnership between the
Grady College
of the University of Georgia
and
The University of Georgia
Center for Continuing Education
Supporting organization

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www.socialmediauga.com
Discover how to harness the power of social media by learning:

- How social media has changed the way businesses and customers interact — and the way customers make their buying decisions.
- The essential elements of an effective organizational social media program — and how to set its strategies, objectives and goals.
- How to get organizational “buy in” to a collaborative social media program.
- Best practices for getting maximum benefits from blogs and leading social networking sites.
- How to execute a social networking campaign integrated with other communications vehicles.
- How to assess and measure the impact of social media activities

Who benefits from Using Social Media to Build Business?

- Managers who want to help their organizations integrate social media with their business strategies for brand preference and customer loyalty.
- Anyone who seeks in-depth, practical knowledge and actionable ideas about using social media effectively to win business.
- College-educated professionals who want to expand their marketing skills.

Course Features

- **Get Ahead**: A compelling program in which to learn how to build your business through social media.
- **Industry Experts**: A dynamic online curriculum, written by leading academic and practitioners.
- **Study with the Best**: A program managed and delivered by the University of Georgia, a premier U.S. educational institution and recognized global leader in continuing education.
- **Bolster Your Credentials**: Increase your value to your employer by knowing how to use harness the power of social media.
- **Fits Into Your Busy Schedule**: An online, self-paced, self-study course; enroll anytime!
- **Industry Endorsed**: Endorsed by PRSA

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Course Authors and Contributors

**Dr. Karen King**, Professor, Advertising; Jim Kennedy New Media Professor. Dr. King teaches advertising media planning, advertising campaigns and advertising research. Her research interests include advertising industry issues and health communication.

**Dr. Kaye D. Sweetser**, Social media expert at San Diego State University. Formerly a professor at UGA, Dr. Sweetser’s research focuses on social media in public relations.

**Mallory Perkins**, your online Coach-Mentor. Though this online course is self-paced, self-study, the University of Georgia retained an industry practitioner to assist you when have questions about the course curriculum and materials. Mallory is not “teaching the course” modules, but she is available to answer your questions and she will be assessing the two assignments in Module 4 (“Blogging and Twitter Assignments”). Mallory Perkins is Senior Manager of Digital Strategy in the Corporate Affairs Department at Walmart. Her role is dedicated to sharing the Walmart story online specifically through social media strategy, engagement, analytics and constant development of their channels. Prior to joining Walmart, Mallory was a Digital Specialist at the Coca-Cola Company; prior to Coke, she also held digital roles at the Georgia Aquarium and a social media agency called Concept Hub, Inc. A graduate of the University of Georgia’s Grady College of Journalism and Mass Communication, Mallory holds a Bachelor of Arts in Public Relations, a minor in Spanish and also earned a certificate from their New Media Institute.

**Dr. Joe Phua**, Assistant Professor, Advertising. Dr. Phua teaches digital advertising, advertising and communication management, and advertising and society. His research examines the impact of new communication technologies, including social media, on advertising, public health campaigns and sports communication.

**Dr. Jay Hamilton**, Associate Professor, Advertising. Dr. Hamilton teaches cultural, critical, and historical approaches to media and communications technologies; and advertising, graphic communication, and creative development. His research addresses alternative media and democratic communication.

**Dr. Karen Russell**, Associate Professor, Public Relations; Jim Kennedy New Media Professor. Dr. Russell teaches public relations and media history. She is also the editor of the Journal of Public Relations Research.
Read What UGA Certificate Holders Say About This Program:

“UGA’s social media course is very relevant in today’s business world. I’ve already encountered opportunities to apply what I’ve learned in the workplace.”
— Kim Nogi, Publicist, Atlanta Symphony Orchestra

“I learned social media skills that I can use for our clients and use to promote our own advertising firm.”
— John C. Anstey, President, Anstey Hodge Advertising Group

“The coursework has been very helpful in vetting whether or not the business practices I’m putting into place for my own employer’s use of social media are fundamentally sound”.
— Seth G. Stuck, Online Communications Manager, Georgia Department of Administrative Services

“This course was invaluable. I am so pleased with what I’ve learned. My clients are already benefitting.”
— Kathryn Drennon, PR Associate

Want to cultivate the attention, loyalty and trust of today’s highly demanding, socially active consumers? UGA’s online certificate program can help your organization develop the right social media strategies to achieve your goals!

For more information or to register for the course, go to www.socialmediauga.com, e-mail Pam.Bracken@georgiacenter.uga.edu, or call +1-706-542-3537.