

USING SOCIAL MEDIA TO BUILD BUSINESS



ONLINE CONTINUING EDUCATION COURSE FROM **THE UNIVERSITY OF GEORGIA**

How to Contact Us:

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How It Works & Learning Objectives

Using Social Media to Build Business was created as a collaborative effort between the Department of Advertising and Public Relations in the Grady College of Journalism and Mass Communication and the Georgia Center for Continuing Education, both units of the University of Georgia.

This is an online, self-study course. As you progress through each of the modules, you will be challenged with self-test questions and different types of interactive exercises to reinforce the information you have learned. Your successful completion (a score of 80% or above) at the end of each course module quiz will allow you to progress to the next module; you must also complete two self-paced assignments at the conclusion of Module 4 (i.e., Twitter and blogging assignments). You will have up to three months to complete this 44-hour program.

You will work at your own pace and on your own schedule, assessing your knowledge through self-tests, interactive exercises, and end-of-module quizzes that provide instant feedback. Your successful completion of the quiz at the conclusion of each module will allow you to access the next module's quiz. You must also complete self-paced assignments included in the modules. At each step along the way, you'll have access to a coach-mentor who will respond to your emailed questions and who will evaluate any self-paced assignments.

You must score at least 80% on all of the module quizzes and successfully complete the Twitter and Blogging assignments to earn your University Certificate of Program Completion along with the University of Georgia Continuing Education Units (CEUs).

Module 1 — Strategy: Making Social Media Work for Your Brand

Upon completion of this module, you should be able to:

- Obtain an understanding of Integrated Marketing Communications and its role in the marketing mix.
- Compare and contrast the role of social media with that of other forms of communication in the marketing mix.
- Understand of the impact social media can have on your brand or service.
- Evaluate a sample social media campaign.
- Know the history of social media campaigns and their role in modern marketing.
- Identify the basic legal and ethical concerns regarding the use of social media by businesses and companies.

Founding Organizations:

Grady College
THE UNIVERSITY OF GEORGIA



The University of Georgia
Center for Continuing Education

Supported By:

PRSA Public Relations Society of America

Module 2 — Assessment of Social Media

After completing this module, you should be able to:

- Identify and understand assessment approaches.
- Differentiate between traditional assessment and social assessment.
- Learn how to develop assessment approaches that create the appropriate metrics to match strategic goals and objectives.
- Apply traditional media assessment techniques to social media content in order to conduct an environmental scan and assess share of voice and engagement.

Module 3 — Social Networking Sites & Digital Video

After completing this module, you should be able to:

- Define and describe major principles of social networking sites.
- Describe and emphasize principles for using most common SNS (Facebook, LinkedIn, YouTube).
- Analyze industry best practices and formulate own branding strategy.
- Assess and evaluate effectiveness of social networking campaign.
- Execute successful social networking campaign through integrating social media platforms.

Module 4 — Blogging and Microblogging

After completing this module, you should be able to:

- Identify best practices for organizational blogging and microblogging.
- Practice creating a blog on Wordpress.com and a Twitter account.
- Understand the culture and unspoken rules in blogging and microblogging communities.
- Review strategies and tactics for good blogger relations.
- Describe basic SEO steps for blogging.
- Explain how organizations can assess their success in blogging and microblogging.

Enroll Anytime. Register Now!

For more information about *Using Social Media to Build Business*, contact us at questions@georgiacenter.uga.edu or by telephone at +1-706-583-0424.