

Basic Level: Social Media Foundations

This module aims to introduce beginners to social media management, focusing on key concepts like platform differentiation, engagement metrics, content creation, and the basics of social media strategy.

Now that I've absorbed the outline, I'll go ahead and flesh out the topics and sub-topics with detailed descriptions, tips, and tools.

Course 1: Introduction to Social Media Management

Overview of Major Platforms (Instagram, Facebook, TikTok, LinkedIn)

- **Instagram:** Overview of Instagram's visual-first approach, Stories, Reels, Posts, and IGTV. Introduction to Instagram's algorithm and tips for high engagement (e.g., using hashtags, carousel posts).
- **Facebook:** Understanding Facebook Pages, Groups, and Ads. Discussing the wide audience base and best practices for community engagement.
- **TikTok:** Brief overview of TikTok's short-form video content, trends, and viral challenges. How businesses can leverage TikTok's algorithm for organic reach.
- **LinkedIn:** Importance of LinkedIn for professionals and B2B marketing. Discussing thought leadership, personal branding, and networking opportunities on LinkedIn.

Setting up Business Profiles

- **Creating Business Accounts:** Step-by-step guide on creating and optimizing business profiles on Instagram, Facebook, LinkedIn, and TikTok.
- **Profile Optimization:** How to set up profile pictures, bios, and contact details to ensure brand consistency and professionalism.

- **Verification & Security:** The importance of verifying your business accounts and securing them with two-factor authentication.

Understanding Engagement Metrics

- **Key Metrics:** Introduction to likes, comments, shares, clicks, impressions, reach, and engagement rates.
- **How to Measure Success:** Using engagement metrics to gauge the effectiveness of posts and campaigns.
- **KPIs for Growth:** What Key Performance Indicators (KPIs) should businesses track to assess their growth and success on social media?

Tools: Buffer, Canva Basics

- **Buffer for Scheduling:** How to use Buffer to schedule posts and track performance across different social media platforms.
- **Canva Basics:** Introduction to Canva for creating social media posts. Basic tools like templates, colors, fonts, and layout customization.

Course 2: Social Media Content Basics

Content Pillars & Planning

- **Content Pillars:** Explanation of content pillars (e.g., educational, entertaining, promotional, etc.). Why it's important to have a variety of content to keep the audience engaged.
- **Content Planning:** How to plan content around the business goals, seasonality, and trending topics. The importance of aligning content with the brand's voice and target audience.

Simple Caption Writing

- **How to Write Engaging Captions:** Tips for writing clear, concise, and compelling captions that encourage action. Using calls-to-action (CTAs), asking questions, and telling stories.
- **Tone & Voice:** How to maintain consistency in tone and voice across different platforms. Examples of varying tones for different platforms (e.g., professional for LinkedIn, casual for Instagram).
- **Hashtags & Emojis:** Best practices for using hashtags and emojis effectively to increase visibility and engagement.

Visual Content Creation Using Canva

- **Design Fundamentals:** A guide to Canva's interface and its basic design principles: balance, contrast, and alignment.
- **Creating Social Media Graphics:** How to create graphics for Instagram, Facebook, and other platforms using Canva templates. Tips for resizing images for different social media specifications.
- **Video Content:** Introduction to creating simple video content using Canva. How to use Canva's animation features for dynamic social media videos.

Scheduling Tools

- **Why Scheduling is Essential:** Benefits of scheduling social media posts in advance for consistency and time management.
- **Tools Overview:** Introduction to popular scheduling tools like Buffer, Hootsuite, and Later. A step-by-step guide to scheduling posts on these

platforms.

- **Optimal Posting Times:** Discuss the importance of posting at the right time for maximum engagement. How tools can help identify optimal posting windows.

Course 3: Intro to Strategy & Audience

Identifying Target Audiences

- **Creating Audience Personas:** How to build and define your ideal customer profile, including demographics, interests, and behaviors.
- **Using Data to Identify Audiences:** How to analyze insights from social platforms to understand the audience's preferences.
- **Audience Segmentation:** Introduction to segmenting audiences based on characteristics like age, location, behavior, and needs.

Understanding Brand Voice

- **What is Brand Voice?:** The importance of defining a brand's voice and how it affects customer perception.
- **How to Develop a Brand Voice:** Step-by-step instructions on how to create a voice guide for your business. Examples of different brand voices (fun, professional, authoritative, etc.).
- **Consistency Across Platforms:** How to maintain a consistent brand voice across all social media platforms.

Beginner-Level Content Calendars

- **What is a Content Calendar?:** Explanation of content calendars and their importance for social media planning.
- **Creating a Simple Content Calendar:** A guide on how to use Google Sheets or other tools to plan posts for the month.
- **Staying Flexible:** How to adjust the content calendar based on performance data and trends.

