



GET A CERTIFIED DIPLOMA

The digital media's power and opportunities, are endless. Our mission is to help you to clearly understand how you can effectively use social media applications to boost your career or business.

Executive summary

The Social Media Manager implements the social media strategies and campaigns designed and developed by a social media strategist.

A Social Media Manager may work for a large company or "not for profit" organization. They may also work "freelance" for a smaller company or organization.

The Social Media Manager may implement the social media marketing strategy/campaign alone or by using external resources.

Prospective participants for this course are:

- Recent college graduates who are looking for a job and need a Marketing skill set.
- Jobseekers in transition from one job to a new job who need to improve their Marketing skills.
- Start up entrepreneurs who want to launch a brand and be successful.
- Sales and marketing executives who want to be inspired with the latest marketing and branding trends.
- Organizational managers who want improve / increase customer engagement with the organization.
- Current job holders who want to be more effective in their job, with their colleagues, clients, and customers.
- Community managers who inspire transition to overall social media management activity.

SOCIAL MEDIA MANAGER COURSE

Objectives:

- To understand the components of an effective social media audit.
- To be able to implement and evaluate a social media audit in a timely manner.
- To be able to review, modify and/or design, develop a social media marketing strategy.
- To be able to implement, manage and evaluate a social media marketing strategy.
- To identify and select external resource(s) to implement a social media strategy.
- To manage and evaluate external social media resources.
- To work with multiple external social media resources.
- To use Social media tools to schedule and follow the development of a social media campaign.
- To measure the results of a social media campaign.
- To understand the metrics involved in a social media campaign.
- To understand social media marketing techniques associated with the different social media platforms of Facebook, LinkedIn, Twitter, YouTube, and Instagram.

After completing 10 modules, you'll be able to:

- Perform and evaluate a social media audit.
- Implement different social media marketing strategies.
- Manage, monitor, evaluate, and modify, if necessary, different social media strategies.
- Identify and select external social media resources to implement different social media strategies.
- Work with multiple external media resources, if necessary.
- Use various social media tools to schedule and follow a social media campaign.
- Measure the results of a social media campaign using different social media metrics.
- Understand social media marketing techniques associated with the different social media platforms of Facebook, LinkedIn, twitter, YouTube, and Instagram.

CONTENT OF THE COURSE (10 MODULES)

1. Social Media Functions

2. Type of content

3. Connect and engage

4. Create a Social Media Strategy

5. How to implement your strategy?

6. Social Media Process: plan & manage

7. Monitoring results

8. Case Studies I

9. Case Studies II

10. Social Media platforms : FB , Twitter, YouTube, LinkedIn, Instagram

Key Facts!

- One workstation per student -

Duration: 40h

Schedule:

2 Evenings + 1 Saturday morning
or 10 half days

Prerequisite:

IT enthusiast interested in a Social Media Profession

Price: CHF 2'900.-**

Includes: Registration fee, tuition, course material and certificate.

**Geneva tax payers + frontaliers may benefit of Annual Grant for Education (CAF), Réf. 3945 Value CHF 750.-

More info www.ge.ch/caf (in French only)

NEXT STEEP >>> Apply online clicking here



Route de Meyrin 49, CH-1203, Geneva

T. +41 22 849 83 85

www.genevasocialmedia.com - info@genevasocialmedia.com