



DigitalMarketingMentor

Web and Mobile Design Series

Social Media Strategist

Course Topics

This course will undertake learning in the following areas...

- Introduction to Social Media
- Using Social Media in Business
- Developing a Social Media Strategy
- Creating a Social Media Campaign
- Social Media Platforms
- Presentations and Business Blogs
- Risks, Reputation, and Crisis Response
- Social Media Advertising
- Social Media Metrics and Analytics
- Reports and Optimization

Target Audience

All students and professionals preparing to enter or continue in the workforce fields of Website Development and design can benefit from the CIW Social Media Strategist course and/or certification.

Prerequisites

Students should have an understanding of how internet technologies are used in business, HTML5 and CSS3 coding, and user experience development. Other courses in this series can be beneficial for these subject areas.



Online Resources Provided!

All CIW courses offer Case Studies for class discussion about real-world skills applications and job-related topics. Guided, step-by-step labs provide opportunities to practice new skills. Students can challenge themselves and review their skills after each lesson in the Lesson Summary and Lesson Review sections.

Additional skill reinforcement is provided in Activities, Optional Labs, Lesson Quizzes and a Course Assessment that are available from the teacher.

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