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Social Media

Module 1.0 Introduction

- Social Media Introduction
- Creating A Google Account
- Setting Up Your Twitter Account
- Getting Your Twitter House In Order
- Why Facebook For Your Business
- Using Facebook As A Business
- Setting Up Your Business Page
- Setting Your Cover Photo
- Tying It All Together
- Tip-Adding Admins In Facebook

Module 2.0 Adjusting Your Facebook Settings

- Adjusting Your Settings-Part1
- Adjusting Your Settings-Part2
- Adjusting Your Settings-Part3
- Updating Your Page Info-Part1
- Updating Your Page Info-Part2
- Tips For Getting 25 Likes
- Using Facebook As Your Business Page

Module 3.0 Posting on Facebook

- What Kind Of Person Would Your Business Be
- How To Post To Facebook
- What To Post
- Sharing Posts
- Sharing Links
- Pinning And Highlighting With Posts
- Tips For GeneratingTraffic
- Getting Notifications And Staying In Clients News Feed
- Comment Moderation
- The Activity Log-Where Do Hidden Posts Go
- Scheduling Posts

Module 4.0 Facebook Advertising

- Intro To Facebook Advertising
- Setup Advertising Account
- Types Of Advertising On Facebook

- Ad Testing
- Choosing Our Audience-Location
- Choosing Our Audience-Age And Gender
- Choosing Our Audience-Precise Interests
- Choosing Our Audience-Broad Categories
- Choosing Our Audience-Connections
- Choosing Our Audience-Advanced Targeting Options
- Choosing Our Audience-Campaign And Budget
- Other Types Of Ads-Part1
- Other Types Of Ads-Part2
- Ad Campaign Manager-Part1
- Ad Campaign Manager-Part2
- Outside URLs
- Building Ad Text
- News Feed Format And Creating Your Audience
- Campaign Pricing And Schedule
- Ad Campaign Tracker

Module 5.0 Facebook Insights

- Facebook Insights-Overview Intro
- Analyzing Page Posts
- Engaged Users
- Talking About This
- Virality
- Likes
- Reach
- Reach And Frequency
- Page Visits
- Talking About This
- Conclusion

Module 6.0 Facebook Analytics

- New Facebook Analytics Overview
- Page Likes
- Post Reach
- Page Visits
- Posts
- People

Module 7.0 Twitter

- Limiting the Number Of Actions
- Setting Your Twitter Preferences
- Finish Setting Up Your Profile
- Twitter Widgets
- Who To Follow
- Connect
- Bringing Followers From Facebook
- Intro To Hashtags

- Examples Of Hashtags
- Monitoring Whats Going On
- Using Twitter For Social Listening
- Social Media Tips
- Hashtags Across Social Media

Module 8.0 Pinterest

- Overview Of Pinterest
- How Does Pinterest Relate To Your Business
- Industry Specific Sites
- The Uses of Pinterest
- Conclusion Of Pinterest

Module 9.0 Reddit

- Introduction To Reddit
- The Rules Of Reddit

Module 10.0 Tumblr

- Tumblr Introduction
- Setting Up A Tumblr
- Dashboard
- Posting To Tumblr
- Testing Your Post
- URL Post
- Chat Post
- Audio On Tumblr
- Video On Tumblr
- Tumblr Conclusion

Module 11.0 LinkedIn

- Introduction To LinkedIn
- Overview Of The Interface And Settings
- Open Link Settings
- LinkedIn Groups
- Adding And Removing Applications
- Basic Account Settings
- Updating Your Public Profile
- LinkedIn Connections Groups And Pages
- LinkedIn Channels And Today
- Advertising On LinkedIn

Module 12.0 Google+ and Youtube

- Introduction To Google Plus
- Overview Of The Interface
- Setting Up A Google Plus Page
- Linking Your Other Social Networks

- Linking Your Website To Your Google Plus Page
- Review Of Your Google Plus Dashboard
- Notification Settings For Google Plus
- Photo Settings In Google Plus
- Google Plus And YouTube
- YouTube Advanced Settings
- Interface For Uploaded Video
- Sharing Videos Across Your Social Network
- Updating Your About Section
- Quick Recap Of Everything Covered So Far

Module 13.0 Best Practices

- Determine Your Goals
- Create Your Persona Or Voice
- Decide On Your Platforms
- Establishing A Social Media Manager
- Coordinate With Customer Service
- Create A Predetermined Crisis Management Plan
- Stick To The Script
- Building Relationships With The Media
- Find Your Evangelist
- Stay Informed-Part1
- Stay Informed-Part2

Module 14.0 Additional Tools

- Bitly
- Woobox-Part1
- Woobox-Part2
- Hoot Suite-Part1
- Hoot Suite-Part2
- Storify
- Social Media Rules And Tips
- Tweet deck-Boolean Search
- Social Media Conclusion