

Learning Objectives

- Identify the unique characteristics of 'social media' websites.
- Recognize the most popular social media tools (including *Facebook, Twitter, YouTube, LinkedIn, Wikipedia*, etc.).
- Recognize the primary functions and characteristics of each tool.
- Identify 'social media marketing' techniques and the role that social influence plays in the marketing process.
- Recognize best practices for launching a social media marketing campaign.

CHAPTER 1 – Introduction to Social Media

- 1.1 Social Media and Web 2.0
- 1.2 The Social Media Framework
- 1.3 Categories of Social Media

CHAPTER 2 – Social Media Tools

- 2.1 Popular Social Media Websites
 - 2.1.1 Blogger®
 - 2.1.2 Facebook®
 - 2.1.3 Flickr®
 - 2.1.4 Instagram®
 - 2.1.5 Apple Podcasts®
 - 2.1.6 LinkedIn®
 - 2.1.7 Ning®
 - 2.1.8 Photobucket®
 - 2.1.9 Pinterest®
 - 2.1.10 Reddit®
 - 2.1.11 Second Life®
 - 2.1.12 Tumblr®
 - 2.1.13 Twitter®
 - 2.1.14 Wikipedia®
 - 2.1.15 WordPress®
 - 2.1.16 YouTube®

CHAPTER 3 – Social Media Marketing

- 3.1 Social Media and Influence
- 3.2 Social Media and the Marketing Funnel
- 3.3 Marketing 2.0

CHAPTER 4 – Launching a Social Media Campaign

- 4.1 Setting Your Campaign Goals
- 4.2 Targeting Your Social Audience
- 4.3 Publishing Your Content
- 4.4 Promoting Your Brand
- 4.5 Socializing Your Website
- 4.6 Measuring the Success of Your Campaign