

**CHAPTER 1: INTRODUCTION TO SOCIAL MEDIA**

**TOPICS COVERED:**

- SOCIAL MEDIA AND WEB 2.0
  - Society and the media
  - Social media defined
  - Web 2.0 applications
- THE SOCIAL MEDIA FRAMEWORK
  - Content
  - Collaboration
  - Community
  - Collective intelligence
- CATEGORIES OF SOCIAL MEDIA
  - Social networking
  - Blogging and microblogging
  - Podcasting and livecasting
  - Photo & video sharing
  - RSS
  - Wikis
  - Social bookmarking
  - Virtual worlds

**CHAPTER 2: SOCIAL MEDIA TOOLS**

**TOPICS COVERED:**

- POPULAR SOCIAL MEDIA WEBSITES
  - Blogger®
  - Facebook®
  - Flickr®
  - Instagram®
  - Apple Podcasts®
  - LinkedIn®
  - Ning®
  - Photobucket®
  - Pinterest®
  - Reddit®
  - Second Life®
  - Tumblr®
  - Twitter®
  - Wikipedia®
  - WordPress®
  - YouTube®

**CHAPTER 3: SOCIAL MEDIA MARKETING**

**TOPICS COVERED:**

- SOCIAL MEDIA AND INFLUENCE
  - Social media marketing defined
  - The role of social influence
  - Types of influencers
  - Social influence and Web 2.0
- SOCIAL MEDIA AND INFLUENCE THE MARKETING FUNNEL
  - What is a marketing funnel?
  - The awareness stage
  - The consideration stage
  - The preference stage
  - The action stage
  - The loyalty stage
- MARKETING 2.0

**CHAPTER 4: LAUNCHING A SOCIAL MEDIA CAMPAIGN**

**TOPICS COVERED:**

- SETTING YOUR CAMPAIGN GOALS
- TARGETING YOUR SOCIAL AUDIENCE
  - Establishing your target audience
  - Understanding online activities
  - Targeting social media platforms
  - Analyzing competitor efforts
- PUBLISHING YOUR CONTENT
  - Categories of social media content
  - Creating valuable content
  - Distributing your content
- PROMOTING YOUR BRAND
  - Blogger outreach
  - User-generated content
  - Social applications
- SOCIALIZING YOUR WEBSITE
  - Linking your website with social media
  - Integrating social media elements into your website
- MEASURING THE SUCCESS OF YOUR CAMPAIGN