

## **Learning Objectives**

- Identify the unique characteristics of 'social media' websites.
- Recognize the most popular social media tools (including *Facebook, Twitter, YouTube, LinkedIn, Wikipedia*, etc.) and describe
- 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
  - 1.1.1 Society and the media
  - 1.1.2 Social media defined
  - 1.1.3 Web 2.0 applications
- 1.2 The Social Media Framework
  - 1.2.1 Content
  - 1.2.2 Collaboration
  - 1.2.3 Community
  - 1.2.4 Collective intelligence
- 1.3 Categories of Social Media
  - 1.3.1 Social networking
  - 1.3.2 Blogging and microblogging
  - 1.3.3 Podcasting and livecasting
  - 1.3.4 Photo & video sharing
  - 1.3.5 RSS
  - 1.3.6 Wikis
  - 1.3.7 Social bookmarking
  - 1.3.8 Virtual worlds

### **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
  - 3.1.1 Social media marketing defined
  - 3.1.2 The role of social influence
  - 3.1.3 Types of influencers
  - 3.1.4 Social influence and Web 2.0
- 3.2 Social Media and the Marketing Funnel
  - 3.2.1 What is a marketing funnel?
  - 3.2.2 The awareness stage
  - 3.2.3 The consideration stage
  - 3.2.4 The preference stage
  - 3.2.5 The action stage
  - 3.2.6 The loyalty stage
- 3.3 Marketing 2.0

### **CHAPTER 4 – Launching a Social Media Campaign**

- 4.1 Setting Your Campaign Goals
- 4.2 Targeting Your Social Audience
  - 4.2.1 Establishing your target audience
  - 4.2.2 Understanding online activities
  - 4.2.3 Targeting social media platforms
  - 4.2.4 Analyzing competitor efforts
- 4.3 Publishing Your Content
  - 4.3.1 Categories of social media content
  - 4.3.2 Creating valuable content
  - 4.3.3 Distributing your content
- 4.4 Promoting Your Brand
  - 4.4.1 Blogger outreach
  - 4.4.2 User-generated content
  - 4.4.3 Social applications
- 4.5 Socializing Your Website
  - 4.5.1 Linking your website with social media
  - 4.5.2 Integrating social media elements into your website
- 4.6 Measuring the Success of Your Campaign