

Social Media Essentials: Course Syllabus

Course Introduction	Reviews: How to Do it Right
Module 1 Intro: Welcome to the Course!	What Is Review Management?
Why You Should Start Using Social Media for Your Business	Best Practices for Review Generation
Our Top 5 Platforms Explained	How to Get Your Unique Google Review Link
Clarifying Your Goals	How to Handle a PR Crisis
Optimizing Your Accounts/Pages	25 Concise Review Prompts That Will Get a Response From Your Customers!
Facebook Scam Email Warning	Resources & Prompts
Making Time for Social Media	50 Social Media Content Prompts for Service Businesses
Module 2 Intro	50 Social Media Content Prompts for eComm Businesses
Making Time for Social Media	Using AI: ChatGPT Best Practices
Scheduling Content for Dummies	AI Social Media Prompts by Industry
Powerful Social Media Need-To-Knows	30 Day Social Media Challenge
Module 3 Intro	30 Day Challenge Introduction
All You Need to Know About the Mysterious Hashtag	WEEK 1: Develop Your Profiles on the Right Platforms
The Basics of Algorithms	Day 1 Monday: Research your competitors
Writing Powerful Captions	Day 2 Tuesday: Brainstorm the best voice for your business
Being Social on Social Media	Day 3 Wednesday: Select your social sites
Posting for SEO	Day 4 Thursday: Establish a complete profile
Creating Visuals Worthy of Social Media	Day 5 Friday: Follow, friend request, or invite any relevant profiles
Module 4 Intro	WEEK 2: Hone Your Voice With Test Posts
What Does Your Audience Want to See on Social Media?	Day 6 Monday: Consider when you want to post
Making and Designing Graphics	Day 7 Tuesday: Test Post #1
Taking Social Media Worthy Photos and Videos (With a Smartphone)	Day 8 Wednesday: Test Post #2
Facebook, Instagram, LinkedIn, & TikTok	Day 9 Thursday: Test Post #3
Module 5 Intro	Day 10 Friday: Test Post #4
Tips & Tricks for Facebook & Instagram	WEEK 3: Get To Know Your Audience
The Meta Business Suite: What is it and how does it work?	Day 11 Monday: Analyze the metrics of your test posts
The Difference Between Business & Personal Facebook Pages	Day 12 Tuesday: Research Keywords and Test Post #5
Optimizing & Posting on Facebook	Day 13 Wednesday: Dive Into Your Followers
Optimizing & Creating Your Instagram Account	Day 14 Thursday: Test Post #6
Posting on Instagram: Stories & Posts	Day 15 Friday: Analyze accuracy
Making Stories & Highlights on Instagram	WEEK 4: Continue Posting!
Tips & Tricks for Other Social Media Platforms	Day 16 Monday: Share a link to your website
Tips & Tricks for LinkedIn	Day 17 Tuesday: Provide a sneak peek into your workplace
Powerful Strategies for TikTok, Instagram Reels, & Video	Day 18 Wednesday: Inform your audience about a product or service
Getting Started With a Collab	Day 19 Thursday: Post a statistic, infographic, or chart
Collaborative Social Media Campaigns	Day 20 Friday: Offer a promotion to your followers
Plan, Execute, and Report	WEEK 5: Even More Posting!
Collab Perks, Challenges, & Tips	Day 21 Monday: Make an announcement
Winning on Google Business Profile (GBP)	Day 22 Tuesday: Host a contest
Module 6 Intro	Day 23 Wednesday: Express your company mission
Understanding GBP	Day 24 Thursday: Offer a time-sensitive discount
Top 4 Things Every Small Business Owner Should do on GBP	Day 25 Friday: Celebrate your staff
Using Insights to Your Advantage	WEEK 6: Finish Posting and Analyze Your Results
Module 7 Intro	Day 26 Monday: Link to a favorite online resource
How to Read Your Insights	Day 27 Tuesday: Share your recent work with a client
Using Your Insights Strategically	Day 28 Wednesday: Highlight why you're the obvious choice
	Day 29 Thursday: Analyze your results
	Day 30 Friday: Draft a content plan for the next 30 days

Course Syllabus as of 6/15/2023. New lessons are added regularly!

Copyright 2023, InSync Media, LLC. All Rights Reserved.