

# Social Media



**3 Lessons**

## Learn about

The definition of 'social media' is evolving, from simple back-and-forth conversations to today's live, interactive and shared experiences. Social media can be a volatile and unpredictable place, but, with the right understanding of the challenges and opportunities, and how to create an appropriate strategy, the potential rewards for businesses are huge. Understanding that the true value of social media lies in person-to-person sharing of content, and how you can gain exposure within these conversations, is the key to success. In these lessons, we guide you through the components of a social media strategy that aligns with your wider business goals, connects with your desired audience across platforms, mitigates against potential risks, and delivers measurable success far beyond simply tracking likes and followers.

### **By the end of these 3 lessons you will understand:**

- ✓ How businesses and brands go about achieving exposure on social media
- ✓ The opportunities within the social media landscape (the major players and platforms)
- ✓ How to go about creating a social strategy that successfully aligns with your business goals

## Lesson Overview

### **Lesson 1**

An introduction to how brands operate on social media today and the different opportunities, themes and issues that exist.

#### **In this lesson you will learn:**

- ✓ That the true value of social media is found in person-to-person sharing
- ✓ The various ways that businesses and brands can achieve exposure through social media
- ✓ What the key themes and issues are today, including privacy and measurement

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## Lesson 2

An overview of new developments within social, and an examination of the content and sharing opportunities found across the major social platforms.

### In this lesson you will learn:

- ✓ How social is evolving from simple conversation to live, shared experiences and storytelling
- ✓ Who the key players are in the social media market, and how their platforms differ
- ✓ What's to consider in ensuring your content and presence is consistent across platforms

## Lesson 3

A guide to creating a social media strategy that aligns with your business goals, minimises potential risks and delivers measurable success.

### In this lesson you will learn:

- ✓ How to create appropriate goals for your social media activity, relating to your wider goals
- ✓ Which social (and other) metrics will be best suited to demonstrate campaign success
- ✓ How to give your social media content the best chance of reaching your desired audience