

Social Media Strategy

CMPR6206

Course Outline

Description: This advanced course will provide insight into why organizations should use social media and how to effectively implement social strategies. You will learn to integrate, execute and evaluate social media tools as integral components of your organization's overall marketing communications plans.

Course Goals:

- Understanding the benefits and value of social media for organizations
- Discover ways to come up with content ideas for social media
- Social media strategy planning to impact organization goals using social tools

Course Objectives: At the completion of this course, students will:

- Define and assess social media applications to achieve organizational goals
- Develop a strategy plan to implement appropriate social media tactics
- Creating social content to build trust, influence and engagement among stakeholders
- Navigate the social media waters and be able to make informed decisions as to appropriate tactics and strategies to align with company goals
- Measure and report results for future social media implementation

Equipment: Laptop required in-class. We will be working within the internet environment during the course and a laptop computer is required. Make sure to arrive early for technical support connecting to the classroom wireless internet.

Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

Code of Student Conduct

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>

Course Schedule:

Day 1:

- Review of social media and its role in corporate marketing communications
- Understanding the customer journey
- Fundamentals of strategy
- Content development and ideation
- Understanding mobile, video and influencer marketing
- Campaign and media planning

Day 2:

- Understanding paid social content
- Planning and writing for social advertising
- Implementation of ads in the Facebook/Instagram ads platform
- Social media reporting
- Tools for social media management

Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
 - a. The course content was relevant and valuable.
 - b. The instructor conducted class sessions in an organized, well-planned manner.
 - c. The instructor explained concepts clearly.
 - d. The instructor displayed enthusiasm and energy in conducting class sessions.
 - e. The instructor made me feel comfortable in the learning environment.
 - f. The instructor encouraged my participation and interaction.