

Basics of Marketing with Social Media

Business-ready skills for growth, operations, and

A practical, student-friendly outline covering key concepts, tools, and applied workflows.

MODULES

1

LESSONS

10

FORMAT

Self-paced

Module Breakdown

MODULE 1

Course Topics

- Social Media Introduction
- Creating A Google Account
- Setting Up Your Twitter Account
- Getting Your Twitter House In Order
- Why Facebook For Your Business
- Using Facebook As A Business
- Setting Up Your Business Page
- Setting Your Cover Photo
- Tying It All Together
- Tip-Adding Admins In Facebook