



# Social Media Marketing *course offerings*

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# SOCIAL MEDIA

CORE SOCIAL MEDIA	COURSE DESCRIPTION
Intro to Digital Marketing	<i>Understanding what digital marketing is and why it is important. Become familiar with some of the central types of digital marketing used by brands.</i>
How to See Success with Social	<i>Uncover why consistency is the secret to success in social media marketing, as well as how to use KPIs to measure your performance on social media.</i>
Social Media as a Sales Tool	<i>Learn how social media is an essential and free tool that can be used to accomplish your marketing goals.</i>
Social Media Manager Responsibilities	<i>Understand the various social media industry roles. Learning the daily, weekly, and monthly responsibilities that your sales and marketing teams should know and put to practice.</i>
Know Your Audience	<i>Define and reach your ideal guest and show them what your hotel is all about through brand voice.</i>
Setting Your Social Content Strategy	<i>Learn how to set up a social content strategy using metrics maps and content pillars. Additionally, what your content should aim to do.</i>
Organizing Social Media Content	<i>Demonstrate consistency when managing a brand's social media content. Be able to explain what a social network algorithm is and what it does.</i>



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Social Media Photography, Videography, Graphics	<i>When properly executed, visuals can boost your brand's content strategy assisting in a way that text-only content cannot achieve. Learn about the various tips and tricks you can apply to your photos and videos. While understanding third-party applications best for creating on-the-go content.</i>
Social Media Promotions	<i>They're very important rules and guidelines that you need to familiarize yourself with before deciding to launch these types of promotional marketing campaigns. Learn what the key promotional guidelines to know for each major social network, the various types of promotional campaigns, and which ones would work best for your particular content strategy.</i>
Social Media Partnerships	<i>Now more than ever, you can reach a much wider audience on social media. One of the best ways to do this is by partnering with local businesses and influencers. Find out how to expand your reach and establish trust with your audience along with what kinds of business or influencer partnerships with whom your hotel should collaborate.</i>

