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Webmantra Creations Pvt. Ltd.

# Basic - Social Media Marketing Course Curriculum for AT&T Technology Park Institute

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STRATEGY / DEVELOPMENT / MARKETING



# Basic - Social Media Course Curriculum for ATTTECH

## INTRODUCTION SOCIAL MEDIA MARKETING COURSE

- Introduction to Social Media and Social Media Marketing
- Social Media Marketing Platforms
- Benefits of Social Media
- Importance of Social Media
- Role of Social Media in today's world
- Which Social Media Platform useful in Marketing



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## UNDERSTANDING THE SOCIAL MEDIA PLATFORMS

- Facebook
- Instagram
- LinkedIn
- Twitter
- others



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## Understanding Facebook

- Introduction of Facebook
- Basics of Facebook
- How to Create Facebook Page
- What type of Content to post on Facebook



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## Understanding Instagram

- Introduction to Instagram
- Importance of Instagram
- Creating Profile on Instagram
- Choosing correct username
- Creating highlights
- Optimizing profile and adding CTA



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## Understanding LinkedIn

- Introduction to LinkedIn
- Importance of LinkedIn
- Creating Company Page
- Optimizing Company Page
- Adding CTA, Cover Page and Profile
- Optimizing description based on keywords and phrases
- What type of content to post on LinkedIn



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## Understanding Twitter

- Introduction of Twitter
- Basics of Twitter
- How to Create Twitter Account
- What type of Content to post on Twitter



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## Understanding other Platforms

- Snapchat
- WhatsApp
- Telegram





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## Differences between each Platforms

- Basic difference between each platform
- Purpose to use each platform
- Which platform is important for which purpose



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## Do's & Don't to Use each Platform

- What are Do's & Don'ts for Each platform
- What is difference between the personal accounts and business accounts.
- Understanding which platform can help which businesses / Industry.



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## More info for the Advance Course

- How to setup the Business Accounts
- What needs to be taken care before creating the accounts
- How to go take up Social Media Marketing for Business