



Splash Media U Syllabus (School Year 2017)

Table of Contents:

Introduction	2
Course Outlines	3
About Splash Media U	9

Introduction

Thank you for your interest in social media certification from Splash Media U!

Whether you plan to get a job in social media, refresh your skills as a marketing professional, or increase sales as a small business owner, social media marketing knowledge is in high demand. Because social media will continue to drive our communication and business strategies, completing this certification program and applying the information learned will not only give you the knowledge you need to accomplish your goals, it will also mean job security.

For more than a decade, the founders of Splash Media U have helped thousands of businesses maximize their value online. We have taken all of this knowledge and compressed it into Splash Media U.

The following pages contain outlines for the courses we offer. If we can answer any questions or provide additional information, please don't hesitate to get in touch. On behalf of entire Splash Media U team, we wish you the best success and look forward to a prosperous partnership.

Sincerely,

A handwritten signature in cursive script that reads "Duncan Gilman".

Duncan Gilman, Dean of Students

Course Outlines:

Master Social Media Certification

The Master Social Media Certification program from Splash Media U is designed to equip students with the social media marketing skills necessary to begin working as full-time social media experts or simply provide the knowledge needed to be proficient social media marketers regardless of need. This program includes seven primary courses listed below (Foundations, Twitter, Facebook, LinkedIn, Blogging, YouTube, and Strategy) as well as supplemental materials including worksheets, templates, and live streamed workshops. Upon graduating from the Master Social Media Certification Program, students should be able to:

- Create and execute successful social media marketing strategies on Twitter, Facebook, LinkedIn, YouTube, and blog environments.
- Prepare and present a social media business plan.
- Analyze social media data to create marketing reports.
- Apply the Tactical Wheel to a marketing campaign on any social media network.

Foundations Course

Learn the definition of social media marketing and what it means to create brand evangelists. Discover how social media is part of customer service and reputation management. You'll learn about the Tactical Wheel and how this five-step process will set your business up for success on any social media platform. At the end of the Foundations course, students should be able to:

- Define “social media marketing.”
- Explain and utilize the Tactical Wheel.
- Apply social media rules of engagement for a business.
- Understand how social media is used for customer service.
- Explain the role of social media in reputation management.

Twitter Course

Learn how to set up a basic business presence on Twitter along with proven methods and best practices for optimizing and managing an account, finding and

following influencers and leads, and engaging with prospects. At the end of the Twitter course, students should be able to:

- Apply the Tactical Wheel to Twitter.
- Properly set up a Twitter account for a business.
- Listen on Twitter.
- Use Twitter search.
- Build effective communities on Twitter.
- Find and analyze followers.
- Effectively promote a business Twitter account.
- Demonstrate how to broadcast on Twitter.
- Develop and execute a content plan for Twitter.
- Understand how to generate leads and sales using Twitter.
- Apply best practices for running Twitter campaigns.
- Implement promoted tweets and Twitter Ads campaigns.

Facebook Course

Lessons cover setting up and customizing a basic business presence, optimizing and managing your account, utilizing Facebook Ads, posting content that works, and generating leads and sales through effective conversion strategies. At the end of the Facebook course, students should be able to:

- Apply the Tactical Wheel to Facebook.
- Properly set up a Facebook account.
- Properly set up a Facebook Page for a business.
- Describe each section of Facebook and its purpose for business.
- Listen on Facebook.
- Build effective communities on Facebook.
- Apply best practices for broadcasting on Facebook.
- Implement strategies for maximizing Facebook engagement.
- Apply best practices for community management.
- Plan and execute an effective content plan for Facebook.
- Generate leads and sales using Facebook.
- Apply best practices for running contests.
- Plan and implement Facebook Ads campaigns.
- Interpret Facebook Insights.

LinkedIn Course

Find out how to optimize and manage your LinkedIn account and learn about creating, growing and leveraging LinkedIn Groups, using LinkedIn advanced search to find leads, advertising on LinkedIn, and building your reputation as an industry authority. At the end of the LinkedIn course, students should be able to:

- Apply the Tactical Wheel to LinkedIn.
- Describe each section of LinkedIn and its purpose for business.
- Properly set up a LinkedIn Account.
- Properly set up a LinkedIn business page.
- Properly set up a LinkedIn Group.
- Explain how to use LinkedIn to find job openings.
- Find and join LinkedIn Groups.
- Listen on LinkedIn.
- Use LinkedIn search.
- Build community on LinkedIn.
- Promote LinkedIn profiles, business pages, and Groups.
- Apply best practices for broadcasting on LinkedIn.
- Plan and implement LinkedIn content strategies.
- Generate leads and sales using LinkedIn.
- Develop effective calls to action.
- Apply best practices for LinkedIn Ads.
- Interpret LinkedIn metrics.

Blogging Course

Learn how to create and execute an effective content marketing strategy. This includes selecting the best blogging platform for your business, developing a key phrase strategy that will help potential customers find your posts, creating remarkable and compelling blog content, and promoting your blog within social media. At the end of the Blogging course, students should be able to:

- Apply the Tactical Wheel to a business blog environment.
- Select and implement the appropriate blogging platform for a business.
- Listen in the blogosphere.
- Build community by adding subscribers to a business blog.
- Effectively promote a business blog.
- Properly respond to blog comments.

- Promote a business blog on other social sites.
- Plan and implement a blog content strategy.
- Generate leads and sales.
- Build effective conversion forms.
- Interpret blog metrics and analytics.
- Optimize blog content for search engine rankings.

YouTube Course

Navigate and utilize the world's largest video platform. Learn how to master YouTube as a marketing tool, including how to set up a business channel, customize your environment, generate views, build community, share video across the other social channels. At the end of the YouTube course, students should be able to:

- Apply the Tactical Wheel to YouTube.
- Properly set up a YouTube channel.
- Describe each section of YouTube and its purpose for business.
- Listen on YouTube.
- Use YouTube Search.
- Apply best practices for building community by gaining channel subscribers.
- Implement effective methods for broadcasting on YouTube.
- Properly respond to comments.
- Effectively promote videos on other social sites.
- Plan and implement a content strategy for YouTube videos.
- Describe different types of effective video content.
- Generate leads and sales using YouTube.
- Develop effective calls-to-action.
- Apply best practices for YouTube ads.
- Interpret YouTube metrics and analytics.

Strategy Course

Learn how to define, measure, and refine an effective online marketing and social media strategy. You will develop an overall strategy, a key phrase analysis (KPA), and a content plan to help create, implement, and maintain a social media marketing campaign. At the end of the Strategy course, students should be able to:

- Explain and utilize the Tactical Wheel.
- Apply social media rules of engagement for a business.
- Develop a social media strategy for a business.
- Develop goals and objectives for measuring social media success.
- Identify the right target audience for a business.
- Listen and monitor conversations.
- Explain the ins and outs of curating content.
- Develop a key phrase list.
- Create a content strategy.
- Understand buyer behavior in social media.
- Implement appropriate calls to action for a business.

Instagram Course*

With a larger user base than Twitter, Instagram has proven to be a marketing asset for businesses of all types. This class explains the ins and outs of the Instagram platform from a business point of view. At the end of the Instagram course, students should be able to:

- Apply the Tactical Wheel to Instagram.
- Find customers posting about a business or its products and services.
- Post photos and interact within the Instagram mobile interface.
- Create impactful photo and video content using Instagram's editing options and filters.
- Run an Instagram contest or promotion.
- Develop a business strategy for implementing Instagram posts and campaigns.

***Only available through Total Access, Continuing Education (graduates), or as an individual certificate.**

Pinterest Course*

Our instructors explain how to use Pinterest for business marketing. As one of the fastest-growing social media platforms, Pinterest has proved itself as a valuable tool for community interaction and website traffic. At the end of the Strategy course, students should be able to:

- Apply the Tactical Wheel to Pinterest.

- Set up and manage a business Pinterest account.
- Optimize and customize a Pinterest environment to attract followers and customers.
- Utilize basic platform functions.
- Generate views and traffic back to a website or landing page using highly shareable content.

***Only available through Total Access, Continuing Education (graduates), or as an individual certificate.**

SEO Course*

This introduction to search engine optimization is intended to provide the fundamentals you'll need to develop a basic SEO strategy for a business. We'll walk you through the SEO landscape using tips and best practices from real examples. Completion of all four units means you can successfully:

- Understand SEO ranking factors.
- Analyze on-page and off-page SEO tactics.
- Create an effective link-building strategy.
- Build a research-based keyword list and taxonomy.
- Measure the success of optimization efforts.
- Utilize local SEO and review sites.

***Only available through Total Access, Continuing Education (graduates), or as an individual certificate.**

Yelp Mini Course*

Discover how to claim and set up a business page on Yelp. You'll learn best practices for interacting with Yelp users and managing customer reviews. At the end of the Yelp course, students should be able to:

- Claim and customize a business page on Yelp.
- Use and follow Yelp's content guidelines best practices.
- Respond to reviewers.
- Appropriately encourage customers to leave reviews.
- Set up Deals and Gift Certificates.

***Only available through Total Access, Continuing Education (graduates), or as an individual certificate.**

About Splash Media U

Social Media U Training and Education Program

Social media education is in high demand. Companies around the world are trying to make sense of social media and its impact on their business. In the beginning, the prevailing thought was that a high school intern could meet the social media needs of a business, but such interns lack the marketing experience necessary to leverage social media marketing to its fullest potential and thereby make a positive impact where it matters most—the company’s bottom line.

Businesses of today need someone who understands not only how social media platforms work, but also has the strategic thinking skills needed to use these platforms to drive results for their business in the form of an active online community, new leads, and ultimately increased sales. That’s why social media professionals are often the most sought-after experts in marketing. Here are a few of the most important social media education needs of any business:

- **Overall social media strategy**
- **Implementation plan**
- **Employee training on proper protocol**
- **How to run effective social media campaigns**

Splash Media U offers an innovative online education in social media marketing that prepares students with unique expertise to achieve their professional goals and improve the productivity of diverse business enterprises. Our program is designed to provide students with a social media marketing education that will give them a competitive advantage in the marketplace.

With 11 total courses and over 600 classes available, Splash Media U has built a comprehensive curriculum designed to take students from social media beginner to social media professional, delivering successful marketing strategies. Our student population consists of both college graduates and industry veterans who want to add social media marketing knowledge and expertise to their skill set. Because we provide an online education platform, our students come from all over the world.

Each of our courses/classes includes five crucial ingredients to ensure that every course/class has the same high learning expectations and prepare students for success at the next level:

1. Hands-on experience from a social media marketing staff that has discovered, tested, and delivered social media marketing best practices for hundreds of clients. This experience is the source of our research and development, and it's where content for our curriculum was initially developed.
2. Formal course/class vetting and updating process, to ensure that methods and best practices are current.
3. Course objectives clearly stated in the student handbook and individual class objectives clearly stated at the beginning of each class.
4. Incorporation of Splash Media U's proprietary social media marketing method, the Tactical Wheel.
5. Real-life examples used to demonstrate course/class objectives.

Splash Media U's infrastructure, online and on-demand curriculum, resource center, and instructor/coaches who perform social media marketing services for companies create the ideal services and support to achieve to ensure success for all students.

Contact Us

Our Splash Media U staff is available to assist students daily via email, telephone, and through online lectures.

Support and Customer Service

Stay updated with announcements, get answers from the community, and share your suggestions with us.

You can submit a request or send us an email at support@splashmediau.com, or call our offices from 9 a.m. to 5 p.m. Eastern Time at (877) 930-0388.