

# Use of Social Media in Business

## Applying for this course:

Individuals eligible to enrol in this programme would have completed compulsory schooling, up to 65 years of age. Individuals would also need to be able to communicate and comprehend English. For further information, kindly contact us on [ga.jobsplus@gov.mt](mailto:ga.jobsplus@gov.mt) stating your ID card number, attaching copies of your qualifications and a copy of your CV highlighting your work experience.

## Course Duration

This course is of 32 hours duration and consists of seven Modules

- Module 1 is of 8 hours duration
- Module 2 is of 4 hours duration
- Module 3 is of 20 hours duration

## General pedagogical guidelines and procedures for this course:

The delivery of this Course will be mainly held through a series of discussions, class work exercises and hands-on training. These will enable learners to practice and consolidate the classroom training. The trainer will also be holding lessons with the learners which will consist of various presentations, including demonstrations..

## General assessment policy and procedures for this course:

The Learner will be assessed through an Ongoing Assessment that will take place throughout the duration of the course. The ongoing assessment will take into consideration the learner's classroom participation throughout the entire course, and will take place by way of oral exercises, practical exercises, one-to-one questions, quizzes, role plays, and group activities.

## Module 1 Learning Outcomes- Introduction to Key Concepts

<ul style="list-style-type: none"><li>✓ Understand what social media is</li><li>✓ Differentiate between the different media channels (such as Facebook, LinkedIn, Instagram, Twitter, YouTube, etc)</li><li>✓ List the benefits of social media</li><li>✓ Evaluate how social media can help one's business</li><li>✓ List the risks and drawbacks of social media</li><li>✓ Evaluate the costs related to social media advertising</li><li>✓ Identify the various social media marketing and management tools</li></ul>	<ul style="list-style-type: none"><li>✓ List and define the digital marketing concepts, principles, procedures, and tools</li><li>✓ Understand how search engines work</li><li>✓ Understand what PPC (pay-per-click), SEO (search engine optimisation) / SEM (search engine marketing) and Google Analytics are and how to make use of them</li><li>✓ Define Audience Segmentation</li><li>✓ Understand the concept of e-commerce</li><li>✓ Understands the importance of performance measurement</li></ul>
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**Module Assessment:** No Assessment

## Module 2 Learning Outcomes- Planning

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| <ul style="list-style-type: none"><li>✓ Determine how social media aligns with one's business plan</li><li>✓ Select the appropriate KPIs and metrics and be able to evaluate digital campaign success</li><li>✓ Create digital marketing campaigns (one needs to take in consideration the management of online advertising, search optimisation, and the content-based marketing)</li></ul> | <ul style="list-style-type: none"><li>✓ Identify good content writing skills and determine what best suits your business</li><li>✓ Use advanced features of the most popular social networks</li><li>✓ Establish own identity and message</li><li>✓ Develop marketing objectives – SMART objectives</li></ul> |
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**Module Assessment:** No Assessment

## Module 3 Learning Outcomes- Social Media Platforms

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| <ul style="list-style-type: none"><li>✓ List the most common social media platforms available (Facebook, LinkedIn, Instagram, Twitter, YouTube)</li><li>✓ Understand the core features of Facebook</li><li>✓ Create new pages, groups and events</li><li>✓ Understand how to Facebook timeline works and learn how to use it effectively</li><li>✓ Use promoted posts and ads (advertising tactics)</li><li>✓ Enhance one's profile on LinkedIn</li><li>✓ Build connections and recommendations on LinkedIn</li><li>✓ Use groups and answer effectively to drive traffic in LinkedIn</li><li>✓ Develop a page on Instagram</li><li>✓ Use story posts on Instagram and make effective use of timeline posts</li></ul> | <ul style="list-style-type: none"><li>✓ Use promoted posts and ads</li><li>✓ Understand the importance of maintaining a consistent theme</li><li>✓ Understand what social and content influencers are and make use of such social and content influencers effectively</li><li>✓ Create a page on Twitter</li><li>✓ Build relationships with followers on Twitter</li><li>✓ Understand how to turn followers into customers on Twitter</li><li>✓ Understand how to grow one's business and brand through the use of YouTube</li><li>✓ Create YouTube campaign ads to promote one's brand and products</li><li>✓ Create effective videos which can be placed as ads on other social media channels</li></ul> |
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**Module Assessment:** No Assessment