

Social Media Strategy Essentials

01 - Social Media Strategy Introduction	11:33
02 - Why Should I Participate in Social Media?	11:44
03 - Why Businesses Use Social Media	5:50
04 - How Different Businesses Use Social Media	10:36
05 - Social Media Trends	18:47
06 - The Importance of a Social Media Strategy	16:51
07 - Building a Social Media Strategy	5:50

Total Topics = 7
10 QUESTION QUIZ

Total Time = 1:21:11

Facebook Essentials

08 - Facebook Introduction	2:24
09 - What Is Facebook?	2:21
10 - Facebook Overview of Features and Functions	8:00
11 - Why Do People Use Facebook?	1:43
12 - Why Do Businesses Use Facebook?	2:23
13 - Facebook Business Page Overview	13:56
14 - How Businesses Are Using Facebook	4:09
15 - Business Page Visibility Within Your Newsfeed	5:46
16 - How Customers Engage With Your Business Page	2:14

Total Topics = 9
10 QUESTION QUIZ

Total Time = 42:56

Facebook Ads Essentials

17 - Facebook Ads Introduction	1:02
18 - Why are Facebook Ads so Powerful	4:27
19 - Organic Reach is Dead	2:30
20 - Ad Strategy - Utilizing "OCTO"	2:48
21 - "OCTO" - Step One: Objectives	2:36
22 - "OCTO" - Step Two: Content	2:26
23 - "OCTO" - Step Three: Targeting	4:10
24 - "OCTO" - Step Four: Optimization	2:35
25 - "OCTO" - Be Deliberate	2:18

Total Topics = 9
10 QUESTION QUIZ

Total Time = 24:52

Instagram Essentials

26 - Introduction	2:36
27 - What is Instagram	1:59
28 - How Instagram Works	4:51
29 - Why Do People Use Instagram?	3:46
30 - Why Do Businesses Use Instagram?	6:48
31 - Connecting & Engaging	3:56
32 - What Makes Instagram Special?	1:27
33 - Key Demographics - Who Uses Instagram?	3:17
34 - What Makes Instagram so Attractive to Businesses?	2:36
35 - What Companies Are Sharing	3:40

36 - What Companies Are Sharing	3:40
37 - What is the Difference Between a Personal and Business Account?	2:11
38 - Features of your Instagram Page	4:36
39 - Instagram Mobile Features	1:54

Total Topics = 13
10 QUESTION QUIZ

Total Time = 43:37

LinkedIn Essentials

40 - Intro	3:19
41 - Overview	4:23
42 - Profile Overview	3:07
43 - Profile Picture	9:44
44 - Headline	6:18
45 - Creating Your Summary	7:29
46 - Updating the Sections	2:50
47 - Rearranging Your Sections	1:18
48 - Background Photo	3:02
49 - Posts & Activity	6:36
50 - Adding Profile Sections	4:15
51 - Your Experience Section	13:56
52 - Your Education Section	2:33
53 - Skills & Endorsements	10:12
54 - Recommendations	6:01
55 - Accomplishments	4:04
56 - The Following Section	2:29
57 - Why We Follow	1:58

Total Topics = 18
10 QUESTION QUIZ

Total Time = 1:33:34

Pinterest Essentials

58 - Overview	2:22
59 - Introduction	3:07
60 - Profile Overview	2:32
61 - What Is A Pinterest Board?	2:47
62 - What Is A Pin?	5:46
63 - Search and Browse	4:46
64 - Sharing and Interacting with Pinterest Content	4:38
65 - A Pinterest Home Feed	1:20
66 - Overview of Pinterest Settings	1:26

Total Topics = 9
10 QUESTION QUIZ

Total Time = 28:44

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Twitter Essentials

67 - Intro	1:57
68 - Twitter as a Business Tool	1:04
69 - What is Twitter	3:11
70 - Why Do People Use Twitter	6:46
71 - Why Do Businesses Use Twitter	5:31
72 - Twitter Overview	5:34
73 - Features & Functions	10:25
74 - Business Features & Functions	2:52
75 - Connecting & Engaging	3:32

Total Topics = 9
10 QUESTION QUIZ

Total Time = 40:52

Blogging 100: Essentials

01 - What is Blogging?	6:18
02 - Why is Blogging Important	2:33
03 - Why Businesses Have Blogs	9:34
04 - Why People Have Blogs	5:26
05 - The Benefits of Blogging	7:46
06 - Blogs Are Social Media	1:18
07 - The Difference Between a Blog and a Website	5:34
08 - Blog Glossary	8:04
09 - Blogging Strategy Overview	3:19
10 - Blogging Trends	9:30
11 - What Makes a Good Blog?	10:05

Total Topics = 11
10 QUESTION QUIZ

Total Time = 1:09:27

Resources:

Social Media Strategy Quick-Start Guide
Facebook Pages Quick-Start Guide
Facebook Ads Quick-Start Guide
Instagram Quick-Start Guide
LinkedIn Personal Account Quick-Start Guide
Pinterest Business Account Quick-Start Guide
Twitter Personal Account Quick-Start Guide
Choosing the Right Social Network For Your
Business
Social Media Priorities Quick-Start Guide

Course Total Topics = 75
Course Total Time = 7;05:13