



COMMONWEALTH *of* LEARNING

Introduction to Social Media Marketing
(Massive Open Online Course)

Course Material

8 March 2021 to 9 April 2021

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About the Course

Course Description

Social Media has become a buzz word, and it is a vital part of business around the world. There are over 3.8 billion people on social media networks that constitute more than half of the people on earth. Such a boom in social media offers an opportunity for individuals, businesses, governments, social organisations and communities to share, connect and communicate without any geographical boundaries. Many organisations have already started leveraging the power of social media in business communication and marketing. This course has been designed to provide you with a full understanding of how to plan, manage and execute a successful social media strategy using various online platforms. Participants will gain fundamental knowledge of social media marketing as well a specific skill sets to create, manage, track and monitor social media marketing campaigns using social media platforms like Facebook, Twitter, LinkedIn and YouTube.

Course Contents

Week 1:

Introduction to Social Media Marketing and Strategy

Learners will investigate social media marketing and plan effective strategies for social media by:

- Understanding the fundamentals of social media marketing;
- Exploring various social media platforms; and
- Developing a draft social media strategy.

Week 2:

Marketing on Facebook: Designing and Managing Facebook Advertising Campaigns

Learners will explore the use of Facebook for marketing by:

- Identifying the strengths and features of Facebook that make it a powerful platform;
- Taking a step-by-step approach to build Facebook page for marketing; and
- Designing and evaluating an effective Facebook Campaign.

Week 3:

Advertising on Twitter: Designing, managing and monitoring Twitter campaigns

Learners will examine the use of Twitter for marketing by:

- Understanding the essentials of Twitter for advertisement;
- Systematically design advertisements that reach the target audience; and
- Creating a business profile and campaign on Twitter.

Week 4:

Advertise on LinkedIn: Setup, Managing and Monitoring Campaigns

Learners will evaluate LinkedIn as a social media for marketing by:

- Examining the significance of a professional network for brand awareness and marketing;
- Creating a LinkedIn page and optimising for the targeted followers.
- Designing LinkedIn marketing campaigns by selecting appropriate objectives and audience.

Week 5

YouTube Marketing: Designing and Managing YouTube Channel and advertising Campaigns

Learners will actively engage in learning the potential of YouTube for social media marketing by:

- Creating a YouTube channel for advertisement;
- Using Google Ads for improving the performance of campaigns; and
- Finalise a Social Media marketing strategy for specific contexts.

Target audience

This course is designed for anyone interested in understanding and developing insights to use social media for marketing and communication. However, people engaged in start-ups, budding entrepreneurs, small-scale business owners, NGOs, Government organisations interested in using social media for the growth of their business or any social cause at local, national or global level, would benefit from this Massive Open Online Course.

Outcomes of this Course

After completion of this course participants are expected to be able to:

- Develop social media marketing strategy for achieving organisation goals.
- Set up, design and monitor the Facebook Pages and Facebook advertising campaigns.
- Create, manage and monitor Twitter marketing campaigns.
- Design, monitor and analyse LinkedIn advertising campaigns.
- Design and manage YouTube video advertisements campaigns and YouTube channel.

Certificates

Two levels of certification are available based on your level of participation and completion of the tasks/activities:

- *Certificate of Participation:* requires a minimum score of 60% on all quizzes and participation in at least 3 discussion forums.
- *Certificate of Completion:* requires a minimum score of 60% on all quizzes, participation in at least 3 discussion forums and successful completion of the assignment in Week 5 (the creation and sharing of a social media strategy).

Course Videos

	Video Title	YouTube Video Link
1	Why Social Media Marketing?	https://youtu.be/LZYzx9cRDU
2	Introduction to Social Media Platforms	https://youtu.be/i5K3-RwAWIE
3	Social Media Marketing Strategy: A step by step Approach - I	https://youtu.be/I0iM-aIUSi0
4	Social Media Marketing Strategy: A step by step Approach - II	https://youtu.be/C-ItM4p7UV4

5	Social Media Marketing Strategy: A step by step Approach - III	https://youtu.be/6LHpYbVqsjU
6	Social Media Marketing Strategy: A step by step Approach - IV	https://youtu.be/SjYVZ-KkQf8
7	Facebook Marketing Basics	https://youtu.be/q0WhuUNWIMw
8	Creating and optimizing Facebook Pages for brand awareness - I	https://youtu.be/4Li7SS4Q0Uc
9	Creating and optimizing Facebook Pages for brand awareness - II	https://youtu.be/SS6vq1BrR2g
10	Understanding Facebook Business Manager Interface	https://youtu.be/a_DmAjE3log
11	Designing Facebook Advertising Campaigns-Single Image Ads - I	https://youtu.be/moiSKLhmEIM
12	Designing Facebook Advertising Campaigns-Single Image Ads - II	https://youtu.be/Cz82KVhZw5s
13	Designing Facebook Advertising Campaigns-Single Image Ads - III	https://youtu.be/tLJnK0kVAKQ
14	Designing Facebook Advertising Campaigns-Carousel Ads	https://youtu.be/TJmpzNfJZpc
15	Remarketing in Facebook: Creating Custom Audience	https://youtu.be/Q2xJIItD8_U
16	Understanding Essentials of Twitter Marketing	https://youtu.be/g93QaBfP6RM
17	Creating and Optimizing Brand Profile on Twitter - I	https://youtu.be/g_os2XjgNPK
18	Creating and Optimizing Brand Profile on Twitter - II	https://youtu.be/NXzhFzzBoRQ
19	Understanding Twitter Ad Manager Structure	https://youtu.be/K8TxA-9eYhQ
20	Designing Twitter Ad Campaigns: Website Clicks.	https://youtu.be/gUpOwzr5ptM
21	Designing Twitter Ad Campaigns: Video Views and Engagement	https://youtu.be/mizZk5B8ie0
22	Twitter Remarketing: Creating and using Custom Audience	https://youtu.be/ep9Vj_Nin0I
23	LinkedIn Marketing: Introduction and Significance	https://youtu.be/xsf74njcGEE
24	Creating and optimizing LinkedIn Profile for personal branding - I	https://youtu.be/8K0hVTTToWic
25	Creating and optimizing LinkedIn Profile for personal branding - II	https://youtu.be/cuULS-ubEI0
26	Designing LinkedIn Pages for Businesses	https://youtu.be/UA-6WRhxZk0
27	Designing LinkedIn Marketing Campaign: Single Image Ad - I	https://youtu.be/O8YQqM_FyDE
28	Designing LinkedIn Marketing Campaign: Single Image Ad - II	https://youtu.be/HK2Cy59IxbQ
29	Designing LinkedIn Marketing Campaign: Single Image Ad - III	https://youtu.be/cd_CNA8vC58
30	LinkedIn Remarketing: Creating Matched Audience	https://youtu.be/fSaUgak6nqE
31	YouTube Marketing: Introduction	https://youtu.be/7Tx2y95ZAOQ
32	Creating and customizing YouTube Channel-I	https://youtu.be/GPOsatMcd7Q
33	Creating and customizing YouTube Channel-II	https://youtu.be/9OFFYfGBp1Y
34	Uploading and Optimization YouTube Content	https://youtu.be/jrPNn0Awkpw
35	Comment Management on YouTube Channel	https://youtu.be/DXDmpNCV9qU
36	Understanding YouTube Channel Analytic	https://youtu.be/FDx3QmdPGEI
37	Designing Advertising Campaigns for YouTube	https://youtu.be/qAdFNxPO4d0

Week-1: Introduction to Social Media Marketing and Strategy

Learning Outcomes

Learners will investigate social media marketing and plan effective strategies for social media by:

- Understating fundamentals of social media marketing;
- Exploring various social media platforms; and
- Developing a draft social media strategy.

Activities of the Week

There will be Two **Activities** during this week to understand the concepts better as discussed in the course videos. It will further help you to prepare yourself for the forthcoming weeks of the course.

Activity 1: Social Media Profile Creation: Your social media profiles are essentials to effectively learn social media marketing. Therefore, you must create social media profiles on the following platforms - Facebook, Twitter, and LinkedIn. You may also use your existing profiles if you are already on these platforms. Note that this will be part of the final submission in Week 5.

What is expected from you?

Initially, you are advised to create your basic profiles on different platforms (Facebook, Twitter, LinkedIn, etc). However, as the course proceeds, you will learn how to optimise these profiles to make them more meaningful, professional and visible in the search results. Throughout the course, you will keep updating your profiles based on your learning. Finally, you will be asked to submit the **URLs of your profiles** as part of your final social media marketing strategy assignment in Week 5.

Main Assignment: Social Media Marketing Strategy: Prepare a social media strategy based on the inputs from this week for your organisation. Note, this will be submitted for Assignment in Week 5. So, this will continue to be a work in progress.

What is expected from you?

Understand each and every step of Social Media marketing strategy as discussed in **Video 1.3 to Video 1.6**. Start working on each step from the perspective of your own business/ organization (maybe an imaginary business/ organization/ Cause etc.). It is an ongoing activity where you will augment it with your learnings from the forthcoming weeks. Finally, you will be asked to submit a PDF copy of it during the last week of this course.

Quiz of the Week

The quiz is an integral part of course certification. There is one Quiz in this week consisting of 15 questions (MCQs/ True-False/ Multiple correct options). Questions in Quiz are based on course videos and additional readings. Therefore, carefully watch all the videos and read additional readings. You can repeat the quiz. The last score will be recorded in the system

Discussion Forum of the Week

Peer discussions help you to reflect and evaluate your practice and learning. Participation in the discussion forum is also part of the certification process. As a general advice, always focus on the topic of discussion, and engage in the discussion to elaborate ideas and explain what you like and why. For a general guide to netiquette in online learning environment, read this link. For this week, the discussion forum is as follow:

Why Buyer persona is important in social media marketing? Think about your business (It may be imaginary). Give a brief introduction of it and create a 'buyer persona' of your prospects to whom you want to target through social media marketing (Refer to Video:1.3). Also review at least one 'buyer persona' shared by other participants and share your opinions.

A template to prepare a buyer persona may be downloaded from [here](#).

Additional readings

We recommend you read the following article:

Li, F., Larimo, J., & Leonidou, L.C. (2020). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *J. of the Acad. Mark. Sci.* 49, 51-70. [Download here](#)

Additional Links

How to register for Google Keyword Planner:

<https://www.loom.com/share/1b805aa5b8bf43e6adf5dbd21908e7ce>

Links for additional Tools as discussed in videos

Google Keyword Planner: <https://ads.google.com/>

Facebook Audience

Insights: https://www.facebook.com/business/insights/tools/audience-insights?ref=ens_rdr

Twitter Analytics: <https://analytics.twitter.com/user/tejinderubs/home>

Brandwatch: <https://www.brandwatch.com/>

Buzz sumo: <https://buzzsumo.com/>

Week-2: Marketing on Facebook: Designing and Managing Facebook Advertising Campaigns

Learning outcomes:

Learners will explore the use of Facebook for marketing by:

- Identifying the strengths and features of Facebook that make it such a powerful platform;
- Taking step-by-step approach to build Facebook page for marketing; and
- Designing and evaluating effective Facebook Campaign

Activities of the Week

There will be **Two Activities** during this week to apply the concepts in real-life situations as discussed in the course videos. It will further help you to prepare yourself to handle the practical aspects of Social Media Marketing.

Activity 2: Designing of a Facebook Page: Think about an organisation (It may be your own Organisation). Create a Facebook Page for it based on your learning during this week. By adding relevant tabs and changing settings, make it a professional-looking page. Note that this will be submitted as part of Assignment in Week 5.

What is expected from you?

You will create a new Facebook Page as shown in course videos (**Video 2.3 and Video 2.3**). You may use your own creativity to make a professional, attractive and good-looking

page. However, make sure that you have included the following information in the page created by you:

- Appealing Page Name
- Appropriate Category
- Description of Page (Keep in Mind to use appropriate keywords for Search Engine Optimisation)
- Proper Cover Image and Profile image
- Complete Edit Page Info (Contact, location, service area, other accounts etc.)
- Add at least Two posts
- Call to Action

These points are indicative only.

Activity 3: Creation of Dummy Facebook Ad Campaign: Create a dummy Facebook Ad Campaign. Select a campaign objective. Target audience and ad format as per your business. Finally, you will be asked to submit a screenshot of the 'review your campaign' page. This will be submitted as part of the assignment in Week 5.

What is expected from you?

The purpose of this activity is to get acquainted yourself with Facebook Paid Campaigns. Before you start this activity, do some homework like what is the ultimate goal that you want to achieve from Facebook Campaign? What will be your target audience? Which ad format is more suitable? You should have a valid justification for selecting a particular campaign objective. For the purpose of target audience (to whom you want to show your ads to achieve your marketing goals) refer to your 'Buyer Persona' created during Week 1.

Quiz of the Week

The quiz is an integral part of course certification. There is one Quiz in this week consisting of 15 questions (MCQs/ True-False/ Multiple correct options). Questions in Quiz are based on course videos and additional readings. Therefore, carefully watch all the videos and read additional readings suggested. You can repeat the quiz. The last score will be recorded in the system.

Discussion Forum of the Week

There are millions of active business pages on Facebook. Select any business page of your choice and evaluate it. Highlight the important features of this page that you like along with the suggestions for improvement (If any). Share the URL of the Page in your post with your comments. Also, review at least two posts from other participants share your opinions. Remember, these will be useful to indicate your participation and completion of the course.

Additional Videos

1. **Managing Negative/ Inappropriate Facebook Page Comments**

Additional readings

We recommend you read the following articles:

Nastisin, L., Fedorko, R., Vavrecka, V., Bacik, R., & Rigelsky, M. (2019). Quantitative study of selected Facebook marketing communication engagement factors in the optics of different post types. *Innovative Marketing*, 15(3), 16–25. **Download Here**

Bernard, D. T. K., Munasinghe, A. A. S. N., Premarathne, I. K. R. J., & Wijayarathne, S. (2020). The Influence Of Facebook Marketing On Consumer Buying Intention Of Clothing: Evidence From Young Adults. *Archives of Business Research*, 8(9), 37–51. [Download here](#)

Week 3: Advertising on Twitter: Designing, managing and monitoring Twitter campaigns

Learning Outcomes

Learners will examine the use of Twitter for marketing by:

- Understanding the essentials of Twitter for advertisement;
- Systematically design advertisements that reach the target audience; and
- Creating business profile and campaign on Twitter.

Activity of the Week

There will be **One Activity** during this week to apply the concepts discussed during this week in real-life situations. It will further help you to explore the practical aspect of Twitter Advertising campaign designing.

Activity 4: Designing Dummy Twitter Ad Campaign: Suppose you are the owner of Digital Marketing Academy and want to target college-going students. Design a Twitter Ad campaign by selecting the appropriate objective, target audience and ad format. Finally, you will be asked to submit a screenshot of the ‘review your campaign’ page. This activity will be submitted as part of the Assignment in Week 5.

What is expected from you?

The purpose of this activity is to get acquainted yourself with Twitter Paid Campaigns. It is important to plan for your campaign before you start designing the campaign. For this purpose, answer the following questions:

- What is the ultimate goal that you want to achieve?
- What is your Budget for the campaign?
- What is your target audience? (Although it has been defined as College-Going students, you may further narrow down it using various options)

Quiz of the Week

The quiz is an integral part of course certification. There is one Quiz in this week consisting of 15 questions (MCQs/ True-False/ Multiple correct options). Questions in Quiz are based on course videos and additional readings. Therefore, carefully watch all the videos and read additional readings. You can repeat the quiz. The last score will be recorded in the system.

Discussion Forum of the Week

Twitter lists are useful, helpful, and effective for managing and optimizing your Twitter experience. Share at least two unique ways to use Twitter Lists and comment on the pros and cons of Twitter Lists. Reflect on the posting of at least 2 other participants.

Additional readings

We recommend you read the following article:

McMahon, K. (2018). 7 tips for promoting your project and community on Twitter. [Download here](#)

Week -4: Advertising on LinkedIn: Setup, Managing and Monitoring Campaigns

Learning Outcomes

Learners will evaluate LinkedIn as a social media for marketing by:

- Examining the significance of professional network for brand awareness and marketing;
- Creating LinkedIn page and optimising for the targeted followers.
- Designing LinkedIn marketing campaigns selecting appropriate objectives and audience

Activities of the Week

There will be **Two Activities** during this week to further enhance your skill of social media marketing, especially in the case of LinkedIn Marketing.

Activity 5: Creation of LinkedIn Page: Create a LinkedIn Page for your Business / Organisation/ NGO / Social Cause etc. Add all the information asked during the Page creation process. You will be asked to share URL of the LinkedIn Page. Note that this will be submitted as part of Assignment in Week 5.

What is expected from you?

You will create a new Linked Page as shown in course videos (**Video 4.2 and Video 4.3**). You may use your own creativity to make a professional, attractive and good-looking LinkedIn page. However, make sure that you have included the following information in the page:

- Header Photo
- Logo
- Complete Page Info
- Buttons
- Description
- Industry

- Customised Page URL
- At least Two posts

These points are indicative only.

Activity 6: Designing of LinkedIn Campaign: Create a LinkedIn ad campaign by selecting the appropriate objective, target audience and ad format. Finally, you will be asked to submit screenshot of the 'review your campaign' page Submit this as part of the Assignment in Week 5.

What is expected from you?

The purpose of this activity is to understand LinkedIn Campaigns in detail with hands-on experience. It is important to plan for your campaign before you start designing the campaign. For this purpose, answer the following questions:

- What is the ultimate goal that you want to achieve?
- What is your Budget for the campaign?
- What is your target audience? (Refer to Your 'Buyer Persona')
- Which Ad Format is more suitable?

Quiz of the Week

The quiz is an integral part of course certification. There is one Quiz in this week consisting of 15 questions (MCQs/ True-False/ Multiple correct options). Questions in Quiz are based on course videos and additional readings. Therefore, carefully watch all the videos and read additional readings. You can repeat the quiz. The last score will be recorded in the system.

Discussion Forum of the Week

There are multiple ad formats on LinkedIn. According to you, which ad format is your favourite and why? Share your opinion and also comment on at least 2 other postings.

Additional readings

We recommend you read the following article:

Cohen, H. (2014). Is Your Business Tapping Into The Full Power Of LinkedIn? Actionable Marketing Guide : [Read It](#)

Week-5: YouTube Marketing: Designing and Managing YouTube Channel and advertising Campaigns

Learning Outcomes

Learners will actively engage in learning the potential of YouTube for social media marketing by:

- Creating YouTube channel for advertisement;
- Using Google Ads for improving the performance of campaigns; and
- Finalise a Social Media marketing strategy that would work in a specific context.

Activities of the Week

There will be **One Activity** during this week to further enhance your YouTube Marketing skills.

Activity 7: Creation of YouTube Channel: Create a YouTube Channel and verify it to enable more features. Upload One video (It may be any video recorded on Phone) and write a detail description of it. Select appropriate keywords for your video from the search engine perspective. You will share the URL of your Channel as part of the Assignment.

What is expected from You?

You will create a YouTube Channel from scratch. Use your creativity to customize the channel and to make it more attractive. Note down the following points in this activity:

1. Plan for the theme of your channel and identify the purpose of your channel
2. You must have your own video recorded to upload to your channel
3. Complete all the details while customizing your channel (**Refer to video 5.2 and video 5.3**)

Quiz of the Week

The quiz is an integral part of course certification. There is one Quiz in this week consisting of 15 questions (MCQs/ True-False/ Multiple correct options). Questions in Quiz are based on course videos and additional readings. Therefore, carefully watch all the videos and read additional readings. You can repeat the quiz. The last score will be recorded in the system.

Main Assignment: Social Media Marketing Strategy:

This is essential to earn a “Completion Certificate” in the course. Submit the following:

- A complete Social Media Marketing strategy for an organisation (Main Assignment)
- Self-activities (Activity 1 -7) clearly indicated with links, screenshots and descriptions.

Activity	Submission Required
Activity 1	URL of your Profile
Activity 2	URL of Facebook Page
Activity 3	Screenshot of the 'review your campaign' page
Activity 4	Screenshot of the 'review your campaign' page
Activity 5	URL of the LinkedIn Page
Activity 6	Screenshot of the 'review your campaign' page
Activity 7	URL of the YouTube Channel
Main Assignment	Complete Social Media Marketing strategy for an organisation

All activities should be merged in a single file (PDF).

The assignment will be evaluated based on a set of criteria indicated in the rubrics. Prepare your assignment by consulting the Rubrics.

Rubrics for Activities 1-7: [Download here](#)

Rubric for Main Assignment: [Download here](#)

Assignment Template: [Download Here](#)

Assignment completion Steps : **Download Here**

Your final assignment will be evaluated as ' **ACCEPTABLE**' or ' **NOT ACCEPTABLE**' as per your performance.

There is no provision for re-submission of assignment in case of 'NOT ACCEPTABLE' outcome.

Additional readings

We recommend you read the following article:

Weibel, D., di Francesco, R., Kopf, R., Fahrni, S., Brunner, A., Kronenberg, P., Lobmaier, J. S., Reber, T. P., Mast, F. W., & Wissmath, B. (2019). TV vs. YouTube: TV Advertisements Capture More Visual Attention, Create More Positive Emotions and Have a Stronger Impact on Implicit Long-Term Memory. *Frontiers in Psychology*, 10. **Download here**