COURSE SYLLABUS

# Social Media Industry & Portfolio

In this capstone course, discover social media marketing opportunities and how to optimize your online presence for job success. Topics include brand research, campaign development, networking strategies for LinkedIn, and more. Prepare for a career in social media management and content creation.

> Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.nobledesktop.com/classes/social-media-industry-portfolio



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# Course Outline

## Section 1 - Brand Research & Building

### Understanding the Competitive Landscape

- Examples of successful social campaigns
- Examples of social media portfolios

### Build Your Brand

- Research brand goals
- Define target audience
- Define what makes you unique
- Determine brand voice
- Determine your visual identity
- Consistency in online presence
- Creating your own brand image with references

### Understanding the Earned-First Approach

- Establish your audience's needs
- Earned-first approach
- How to make creative ideas
- Incorporating gamification and/or call-to-action

## Section 2 - Social Campaign Development

### Portfolio Project Brief

- Introduction to client brief
- Establish a target audience

- Establish a project purpose

### Portfolio Project Development

- Establishing the project challenge
- Creating a valuable insight through research
- Develop a big idea solution
- Create concept mock-ups
- Showcase how it will earn coverage through research
- Establishing brand ambassadors
- Media and social coverage mock-ups

## Section 3 - Networking for Social Media

### Networking Optimization for LinkedIn

- How to clearly showcase your skills and experience
- Sharing content and engaging the community
- Reaching out to hiring managers
- Finding companies and organizations to follow
- Building a lasting network

### Building a Network

- Compiling a list of successful professionals
- Reaching out to book informational interviews
- Career considerations
- Conferences and Summits