Social Networking Strategies & Tactics for Business Success

Course Summary

Description

In this course, the student will use PC lab exercises and view demonstrations to develop web search, writing, and metric skills for social networking applications—as they relate to achieving business goals in the workplace setting.

Objectives

At the end of this course, students will be able to:

- Perform goal-related internet research and keyword searches on Google™, LinkedIn, Twitter, Facebook, and YouTube.
- Use basic copywriting skills for LinkedIn, Facebook, Twitter, and YouTube to promote a business or boost bottom-line results.
- Choose the appropriate social networking metrics to drive business success.

Topics

- Search engine fundamentals
- Social networking applications
- Web search strategies
- Web search tactics
- Copywriting techniques
- Business metrics for social networking

Audience

This course is designed for business professionals in sales, marketing, human resources, recruiting, training, information technology, and business development.

Prerequisites

The student should have reasonable exposure to using Google™, LinkedIn, Twitter, Facebook, or YouTube.

Duration

Two days

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"Charting the Course ...

... to Your Success!"

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Course Outline

I. Internet Overview
- A. Internet usage
- B. Surface vs. deep web search
- C. Social networking applications

II. Social Networking Strategies
- A. Business goal
- B. Research question
- C. Push vs. pull internet research
- D. Persistent data mining
- E. Constant comparison
- F. Leveraging social networks

III. Social Networking Tactics
- A. Optimal keyword searches
- B. Boolean search operators
- C. Search engine searches
- D. Social network searches

IV. Google™
- A. Auto-complete tool
- B. Google™ Adwords keyword tool
- C. Web, News, Scholar, Blogs, Groups
- D. Google™ Alerts
- E. Google™ Reader
- F. Google™ Trends
- G. Advanced search options

V. LinkedIn
- A. Company research
- B. Finding business partners
- C. Industry trends
- D. LinkedIn Answers
- E. Business applications
- F. Copywriting for title, profile, and status updates
- G. Adding Twitter

VI. Twitter
- A. Hashtags
- B. Twitter search
- C. Twitterfall, tweetdeck, lists
- D. Copywriting for profile, tweets, and retweets
- E. Adding LinkedIn URL

VII. Facebook
- A. Searching for people
- B. Searching content on posts
- C. Facebook Groups
- D. Facebook Pages
- E. Business applications
- F. Copywriting for statuses
- G. Adding Twitter and LinkedIn

VIII. YouTube
- A. Searching for business content
- B. Search options
- C. How to's, advertisements, demos
- D. Uploading videos

IX. Business Research
- A. Company statistics
- B. Delicious, Digg, Yahoo! Buzz
- C. Google Finance, Yahoo! Finance
- D. Site traffic analysis
- E. Deep web: business databases

X. Business Metrics
- A. Jack Phillips' 5-level ROI model
- B. Business metric plan for social networking
- C. Resources for social media ROI

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