



Nordplus / Adult project
'Be Digital - Social Media Skills For 50+'

(No. NPAD-2019/10104)

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TRAINING PROGRAMME for the development of social media competences in the workplace

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TRAINING PROGRAMME for the development of social media competences in the workplace

This training programme is designed as a guideline to equip adults over 50 with the knowledge and tools to understand the core social media platforms and how to maximise social media results using the latest statistics, examples and case studies from Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube, TikTok and other emerging platforms. The Programme provides learners with social media knowledge, from the basics to advanced strategy execution which is crucial to growing social media effectively.

Within this training programme we provide real social media examples and strategies from some of the most successful social media campaigns and brands, along with the latest tools to measure your online marketing efforts.

This training programme is designed for anyone who is already present on social media personally and who is planning to start using social media strategically for personal and professional advancement. It is NOT suitable for those taking their first steps into social media.

The goals of this training programme is:

1. To provide learners with the foundational skills of social media
2. To support learners in utilising social media tools and solutions to achieve their personal, professional and organizational goals
3. To help learners discover how to use social media professionally and strategically

Learning Objectives/Outcomes. At the end of this course, learners will be able to:

1. Identify the components of a strategic social media plan and effectively develop one that creates value for any organization
2. Create engaging content for Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, TikTok and additional niche social media networks
3. Evaluate which social media platforms are the most effective for a selected brand or customer group
4. Identify the best tools to manage and measure the performance of social media content and campaigns
5. Assess the critical issues social media managers face and how to handle crises

Application of the training Programme

- Altogether the training programme consists of two units, each unit containing five parts.
- The content of the training programme is purely of a recommendatory nature, covering today's most relevant topics and can therefore be used both as a whole training programme as well as any unit, topic or part can be used separately in accordance with the specific needs of institutions, trainers, or trainees.
- The selection of training delivery system, methods and techniques is a matter of a trainer.

UNIT 1: CORPORATE USE OF SOCIAL MEDIA

Topic	Outline	Objectives
Part 1: Social Media Revolution	<ul style="list-style-type: none"> - Social media definitions - Main types of social media: <ul style="list-style-type: none"> • social networking - overview of three major platforms Facebook, Twitter, and LinkedIn. Pros and cons for using main social networks. Recommendations on Beginners' Guides/tutorials to Facebook, Twitter, LinkedIn); • Photo sharing - two of the biggest platforms that specialize in photo sharing are Instagram and Pinterest. Main features of Instagram and Pinterest. Pros and cons for using Instagram and Pinterest • Video Sharing – Youtube and Vimeo. Facebook Live/ Facebook stories and Twitter live. TikTok. • Blogging and publishing - WordPress, Tumblr, Reddit, Medium. Can be used to publish, discover, and comment on content online. • Discussion forums - Reddit, Quora, Digg and various news sources. - Social media reliability and impact. Reliable news vs fake news. Social media verification: assessing sources and visual content. 	<ul style="list-style-type: none"> - Clearly define social media. - Communicate a solid understanding of social media and how it has changed over time. - Identify various types of social media. - Identify the basic uses of different social media types. - Discuss the positive and negative influences of social media on individuals, businesses, and society as a whole. - Develop critical thinking skills versus assessment of information reliability on social media.
Part 2: Introduction to corporate use of social media	<ul style="list-style-type: none"> - Social media corporate use and growth in Lithuania / Latvia / Norway / Iceland and globally - Social media relation to professional activity / business - Social media opportunities and threats - Reaching target audiences on social media 	<ul style="list-style-type: none"> - Analyse social media corporate use and growth in Lithuania / Latvia / Norway / Iceland and globally - Learn how social media relates to your professional activity / business - Finding social media opportunities and being aware of the threats - Learning where and who your audience are and how to target them
Part 3: Social media platforms	<ul style="list-style-type: none"> - An overview and introduction to the most popular platforms Facebook, Twitter, LinkedIn, Pinterest, TikTok - How to set up and optimise your business social media profile - Learn to find your way around each platform and how to use each interface - Social media best practices – basic dos and don'ts - An introduction to visual social media platforms of Instagram, TikTok, Pinterest & YouTube 	<ul style="list-style-type: none"> - Learning the fundamentals of creating and managing social presences on the most popular platforms of Facebook, Twitter & LinkedIn - Engaging with other customers on social media - Using social media to follow your industry and community - Learning about social media best practices – basic dos and don'ts - Learning the fundamentals for corporate use of visual social media platforms Instagram, TikTok, Pinterest & YouTube - Understanding what platform works for different types of businesses

UNIT 1: CORPORATE USE OF SOCIAL MEDIA

Topic	Outline	Objectives
Part 4: The art of social media content creation	<ul style="list-style-type: none"> - Key components of social media content strategy: target audience; the problem it's going to solve for that audience; what makes you unique; the content formats (i.e. videos, infographic, blog posts...) and channels; content calendar - Step-by-step guide to content strategy creation: defining goals; conducting persona research; running a content audit; choosing a content management system; determining formats; publishing and managing content 	<ul style="list-style-type: none"> - Understanding the key components of social media content strategy - Exploring the content creation fundamentals - Learning about different content formats: Blog Posts; Ebooks; Case Studies; Templates; Infographics; Videos; Podcasts; Pinboards, etc. - Conducting a content audit: doing research on how well your content has been performing on multiple social media channels - Creating a social media content calendar
Part 5: Effective social media content strategy	<ul style="list-style-type: none"> - Step-by-step guide to creating an online communication strategy - Integrating online communication with your business - Mapping your online world: identifying the platforms and influencers that matter to you - Online monitoring: activating your social media radar - Online media ecosystem: owned, paid and earned - Proving the value of online communications: four categories of social media performance indicators - 1) Reach, 2) Engagement, 3) Return on investment (ROI), 4) Retention and loyalty - Social media listening and monitoring 	<ul style="list-style-type: none"> - Understanding best practice in designing a rigorous and comprehensive online strategy - Understanding how to align social media strategy to overall business objectives - Evaluating appropriate channels, tools and techniques for social media activities - Measuring success and ROI of social media activities - Learning to conduct social media listening and monitoring

UNIT 2: CORPORATE USE OF SOCIAL MEDIA – ADVANCED LEVEL

Topic	Outline	Objectives
Part 1: Basics of digital advertising	<ul style="list-style-type: none"> - Benefits of digital advertising - Creating a content for digital ads 	<ul style="list-style-type: none"> - Understanding the benefits of digital ads - Learning to create remarkable ad content - Understanding Facebook ads manager and Instagram, Twitter, LinkedIn, Google Ad
Part 2: Extending your reach on social media	<ul style="list-style-type: none"> - Influencer marketing: six categories of influencers (celebrities, industry influencers, media & journalists, content creators, micro and local influencers). - UGC: user generated content. 	<ul style="list-style-type: none"> - Learning about influencers and how to work with them - Understanding UGC and encouraging it among your audience
Part 3: Using social media to build one-to-one relationships	<ul style="list-style-type: none"> - Getting started with one-to-one engagement: building brand, improving reputation, answering questions, providing additional value for audience, amplifying reach, building loyalty - Personal branding and social media etiquette 	<ul style="list-style-type: none"> - Learning to use social media to build one-to-one relationships - Understanding the fundamental Dos & Don'ts of social media - Understand why social media etiquette is important - Understand the nuanced etiquette for Twitter, Facebook, and LinkedIn - Creating a consistent personal brand online
Part 4: Monitoring, measurement and analytics	<ul style="list-style-type: none"> - Social media return on investment (ROI): why it is important? - Leading indicators of revenue success - How social media could affect your business' key performance indicators (KPI's)? 	<ul style="list-style-type: none"> - Learning to conduct social media audit - Understanding how to measure social media ROI - Finding out how to use analytics for business transformation
Part 5: Essentials for continued success with social media	<ul style="list-style-type: none"> - Social media policy: key components to consider. GDPR – General Data Protection Regulation - Reputation management: dealing with negative communication - Crisis management: new types of social media crises – cyber-attacks or the hacking of social media accounts, fake news and rumors, live video, trendjacking, etc. 	<ul style="list-style-type: none"> - Understanding the social media policy - Understand why social media policies are important - Learning to create a social media crisis management plan - How to follow a social media policy responsibly