

Social Media 360

Course Overview

If you want to Tweet for a living or leverage Facebook and LinkedIn for business, this is the course you have been waiting for. Due to popular demand, Logicks.com has decided to bring back our most popular training course, **Social Media 360!**

Learn how to leverage Social Media as a Marketing tool in your organization and make yourself more attractive to prospective employers and clients by attending this in depth Social Media course. The course consists of 8 in-depth modules that are designed to teach you the strategies and practical techniques required to succeed in Social Media.

Schedule

MARCH 2012						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Session 1: Friday March 23, 2012, 9 AM – 5 PM

Session 2: Saturday March 24, 2012, 9 AM – 5 PM

Location: Oasis Beach Tower, Jumeirah Beach Residences, Dubai -- UAE

Fees

Course Fee before 27 February 2012	Course Fee before 8 March 2012	Final Fee
USD \$697	USD \$847	USD \$997

Registration

Sign up for the course here: <http://bit.ly/s1SOrZ>

Course Content

Module 1: Introduction to Social Media

- The State of Social Media 2012
- The New Rules of PR, Marketing and Customer Service
- Evolution of Social Media as a Communications Tool
- The Brand Reality of Social Media
- The Humanization of Business
- How companies are using Social Media globally and in the Middle East
- Social Media as a Listening Tool
- **Hands On Activity: Listening Exercise**

Module 2: Developing a Social Media Marketing Strategy

- What is Social Media Marketing?
- Social Media in the Marketing Mix
- How to Define Goals and Objectives of Social Media Marketing
- Content and Messaging Strategies
- Tracking and Measurement Strategies
- **Hands On Activity: Develop a Social Media Marketing Strategy**

Module 3: Social Media Toolset

- Communities
- Blogs
- Social Networks
- Microcommunities
- Microblogs
- Forums
- Business Networking
- Location
- Video
- Documents
- Pictures
- Social Bookmarks
- Audio

- Social Listening Software
- Social Media Management Systems
- Enterprise Social Media Communication/Collaboration

Module 4: Facebook for Business

- Facebook Usage Statistics
- Facebook in the Middle East & North Africa
- Guidelines and Etiquette
- Facebook 101 – Pages, Community Pages, Groups, Events and Notes
- Vanity URLs
- Landing Tabs
- How to Build a Facebook Community
- How to Engage Facebook Users
- Custom Applications
- Hyper---Targeted Advertising
- Case---Studies
- Trends & Opportunities
- **Hands On Activity: Facebook**

Module 5: Twitter for Business

- Twitter Usage Statistics
- Twitter in the Middle East & North Africa
- Guidelines and Etiquette
- Twitter 101
- Twitter jargon explained
- How to Setup an optimized Twitter profile
- How to Listen to Conversations
- Building Relationships and Contributing to the Community
- How to Find Warm Business Leads
- Extended Twitter Tools
- How to Track Effectiveness of Tweets
- **Hands On Activity: Twitter**

Module 6: Personal Branding

- Career Path of a Social Media Strategist
- Social Capital and Influence
- Hands On Activity: Influence Analysis
- ~~0000~~ Social Reputation
- Developing a Personal Brand
- Developing Thought Leadership
- **Hands On Activity: Identifying Thought Leaders**

Module 7: LinkedIn for Business

- LinkedIn Usage Statistics
- LinkedIn in the Middle East & North Africa
- Guidelines and Etiquette
- LinkedIn 101
- How to Optimize your Profile
- How to Build your Network
- How to Leverage your Network – The Power of Connections
- LinkedIn Groups and LinkedIn Questions
- **Hands On Activity: LinkedIn**

Module 8: The Social Business

- Introduction to Social Business
- The Social Consumer
- Creating a Business Case for Social Media
- Implementing Social Media across the Organization
- Social Business Models
- Developing a Social Business Strategy
- Governance, Policies and Procedures
- **Hands On Activity: Develop a Social Media Policy**
- Driving Cultural Change
- Training: Organizational Intelligence
- **Hands On Activity: Social Media Workflows**

Bonus: Advanced Social Media Techniques

- Creating a Social Map
- Identifying Influencers and Building Relationships
- Integrating Social Media with your Website and Mobile Technologies
- Augmented Reality
- Gamification

*All participants will receive Course Packs containing materials from the course.