Iverson Associates Sdn Bhd (303330-M)
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Bandar Utama, 47800 Petaling Jaya, Selangor Darul Ehsan
Tel: 03-7726 2678   Fax: 03-7727 9737   Website: www.iverson.com.my

Course Outline :: SS101::

Module Title	:	Social Studio 101
Duration	:	1 day

OVERVIEW

Social Media spending is continuing to increase and you'll need one place to organize your social teams, plan and publish your content, engage with your customers, and analyze conversations occurring on social media. Comprehensive and hands-on, Social Studio 101 is the core training that ensures your success with Social Studio.

WHO SHOULD TAKE THIS COURSE?

This course is designed for the social marketers who manage the social channel for their organization. No prior knowledge of the Marketing Cloud is needed.

WHEN YOU COMPLETE THIS COURSE, YOU WILL BE ABLE TO:

- Organize teams and collaborate via workplaces
- Create, edit, and manage posts published to social accounts
- Interact directly with advocates, customers and detractors via post-level actions on your social accounts
- Build Topic Profiles that allow you to analyze what is being said on over a billion sources on the web
- Measure content performance and gain insights across the team

MODULES & TOPICS

Overview

- Publish, Engage and Analyze
- User Roles and Settings
- Social Accounts
- Workspaces

Publish

- Calendar
- Post Creation
- Approval Rules

Engage

- Tab Creation
- Workflows

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- Post Activities
- Reporting

Analyze

- Dashboard Creation
- Topic Profiles
- Social Summary
- Dashboards via Mobile Devices