



### **Domain 1: Introduction to Social Media**

- 1.1 : Define "social media" and discuss how social media differs from traditional media.
- 1.2 : Describe Web 2.0 and Web 3.0 enabled technologies.
- 1.3 : Explain various social communication methods.
- 1.4 : Explain the common reasons people use social media and list the types of social media consumers.
- 1.5 : Describe the five types of social media services and give examples of these sites.
- 1.6 : Explain the differences between social media and mobile social media.
- 1.7 : Explain the differences between social media and mobile social media.
- 1.8 : Identify common types of tools used with social media and explain what kind of information they provide.

### **Domain 2: Social Media in Business**

- 2.1 : Explain factor that influence the facilitation of social media throughout a business .
- 2.2 : Plan social media for a fictitious business.
- 2.3 : Explain how using crowdsourcing and crowd shaping in social media have affected business innovation.
- 2.4 : Identify social media positions and the tasks and responsibilities of each role.
- 2.5 : Given a scenario, determine the impact on a business of implementing social media.
- 2.6 : Explain the types of communication links that can exist with businesses using social media.
- 2.7 : Describe organizational assets to leverage in a social media campaign.
- 2.8 : Explain elements that can help boost brand recognition on social media.
- 2.9 : Create a personal online social media profile.
- 2.10 : List advantages and disadvantages of using social media in business.

### **Domain 3: Social Media Strategy**

- 3.1 : Describe the cycle of a social media strategy plan.
- 3.2 : Conduct social media audits to assess the social media landscape.
- 3.3 : Explain the importance of market segments that impact a social media strategy.
- 3.4 : Develop a social media strategic plan that incorporates the business marketing plan and goals.
- 3.5 : Develop social media personas for business.
- 3.6 : Identify the primary and secondary target social media audiences for a company.
- 3.7 : Perform a SWOT analysis based on a social media audit.
- 3.8 : Explain the importance of making data driven decisions in a business.
- 3.9 : Explain how the Services Marketing Mix are implemented in social media.

#### **Domain 4: Social Media Campaigns**

- 4.1 : Explain a typical social media campaign and provides examples from current business on the Web.
- 4.2 : Demonstrate project management essentials and tasks in relation to a social media campaign strategy.
- 4.3 : Develop appropriate personal standards for leadership techniques, customer service strategies and personal ethics.
- 4.4 : Identify a word-based learning experience providing social media strategies in a business environment.
- 4.5 : Gather appropriate data for a successful social media campaign.
- 4.6 : Identify the appropriate metrics for determining of declaring success in social media.
- 4.7 : Explain the tactics and strategies for a social media campaign.
- 4.8 : Describe how support the message of a social media campaign.
- 4.9 : Create a call to action for a social media campaign.
- 4.10 : Explain the types of content that can be used in a social media campaign.
- 4.11 : Create or select the appropriate content for a social media campaign.
- 4.12 : Explain how to find, organize, and share curated content for use in social media campaigns and identify challenges of using curated content.
- 4.13 : Discuss the importance of time management and perform a time management analysis.

#### **Domain 5: Social Media Platforms**

- 5.1 : Choose the appropriate social media platform and find social networks for a specific industry or niche.
- 5.2 : Justify a social media platform choice.
- 5.3 : Understand how digital signatures verify authenticity.
- 5.4 : Identify the metrics available on social media platforms.
- 5.5 : Determine platform specific strategies and tactics you can employ on various social media platforms.
- 5.6 : Identify the dynamics of a social media community.
- 5.7 : Describe how to build a social media community.
- 5.8 : Describe the primary responsibilities of a social media community manager.
- 5.9 : Identify communication strategies that allows community members to have a voice in your community.
- 5.10 : Determine how to identify and work successfully with social media contributors and influencers.
- 5.11 : Identify social media trends and ways to use them to your advantage.

## **Domain 6: Social Media Presentations and Blogs**

- 6.1 : Explain how presentations can be social.
- 6.2 : Develop objectives for a social presentation.
- 6.3 : Analyze gathered data on audience needs, values, and constraints for a social presentation.
- 6.4 : create a social presentation using a three-part structure.
- 6.5 : Deliver a social media presentation.
- 6.6 : User techniques to reduce speaking anxiety.
- 6.7 : Prepare notes and visual aids for a social presentation.
- 6.8 : Describe how to lead a question-and-answer session.
- 6.9 : Explain how a business blog can provide multiple functions for social media strategy.

## **Domain 7: Social Media Risk, Reputation and Crisis Management**

- 7.1 : Explain the types of risk related to social media that a business might encounter.
- 7.2 : Explain how organized weaknesses can put a business at risk on social media.
- 7.3 : Identify the steps to performing a social media risk assessment.
- 7.4 : Describe components of an effective social media risk management strategy.
- 7.5 : Explain the purpose and importance of social media policies.
- 7.6 : Describe social media data and how it might be accidentally or maliciously misused.
- 7.7 : Describe legal, regulatory and compliance issues that a business might encounter because of social media.
- 7.8 : Explain how copyright affect social media strategy and content.
- 7.9 : Describe accessibility compliance responsibilities in social media content.
- 7.10 : Implement accessibility compliance in social media.
- 7.11 : Identify appropriate netiquette and cultural references as it applies to social media strategies.
- 7.12 : Differentiate between ethical and legal responsibilities.
- 7.13 : Compare Local and international privacy and tax laws, net neutrality policies, and social media responsibilities.
- 7.14 : Consider appropriate security standards as it applies to social media strategies.
- 7.15 : Formulate standards to apply ethical reasoning and judgment on issues affected by technological advances.
- 7.16 : Identify reputation risk factors for business that are related to social media.
- 7.17 : Describe the components that make up a social media crisis plan.
- 7.18 : Explain the stages of a social media crisis.

## **Domain 8: Social Media Advertising**

- 8.1 : Describe the differences between paid and organic social media.
- 8.2 : Identify the target objective and audience for an advertising campaign.
- 8.3 : Explain how to set a social media budget for an advertising campaign.
- 8.4 : Describe how to measure the performance of an advertising campaign.
- 8.5 : Describe the type of content that makes the best ads on social media, and how to test variations using A/B testing.
- 8.6 : Create a Facebook advertisement.
- 8.7 : Describe how to advertise on Instagram through a Facebook business page.
- 8.8 : Create an X advertisement.
- 8.9 : Create a LinkedIn advertisement.
- 8.10 : Explain how to advertise on Google platforms.
- 8.11 Describe how to create a Promoted Pin on Pinterest.
- 8.12 : Describe how to select the best platform for your business.
- 8.13 : Describe best practices for creating social media advertising.

## **Domain 9: Social Media Metrics and Analytics**

- 9.1 : Describe what big data is, how it is related to social media, and the types of data that social media generates.
- 9.2 : Describe strategies for analyzing big data generated from social media.
- 9.3 : Identify the characteristics of big data.
- 9.4 : Describe what social media mining is and its process.
- 9.5 : Explain how to extract and archive data from social media.
- 9.6 : Explain the process of cleaning and transforming big data.
- 9.7 : Describe how visualizing big data from social media can help a company when analyzing data.
- 9.8 : Describe how to calculate social media ROI.
- 9.9 : Identify the types of social media metrics that can be used for different stages of the social media funnel.
- 9.10 : Describe what conversion is in social media, how to measure conversion, and the various types of conversion attribution models
- 9.11 : Described the types of tools used in social media analytics

## **Domain 10: Social Media Reporting and Optimization**

- 10.1: Describe what a social media report is and the steps for creating one.
- 10.2 : Identify types of social media reports and scenarios where they are useful.
- 10.3 : Explain how the audience should be considered when creating a social media report.
- 10.4 : Describe what SMO is and how it fits into the social media strategy planning cycle.
- 10.5 : Explain how social media can be optimized by integrating it into traditional marketing campaigns.
- 10.6 : Describe methods of optimizing content for social media.
- 10.7 : Describe how metadata is used for SMO and identifying the types of metadata protocols and their tehri tag structures.
- 10.8 : Explain how SMO can have an impact on SEO and steps you can take to improve your SEO using SMO.