

CIW Social Media Strategist Objectives and Locations

Social Media Strategist is the fourth course in the CIW Web and Mobile Design series. This course focuses on the use of social media in business. The course teaches individuals how to create a social media campaign, and how to analyze and present data in order to address organizational issues and make appropriate business decisions.

This course teaches the foundations of social media technologies, communication methods and how to engage consumers using various tools. You will learn how social media is used in a business setting, and how to use social media to boost brand recognition and achieve organizational goals. You will also learn how to build social media strategies and tactics, build and manage campaigns, and develop social media content. You will learn about major social media platforms, when and how to utilize each platform correctly in business to achieve organizational goals and strategies. This course will teach how to plan, develop, promote, deliver, present, and analyze social media activities. You will learn about how risks, reputation, crisis response, advertising and promoting are managed and maintained. You will also learn how accessibility, ethics and legal issues should be considered in social media strategies. This course will also teach you how metrics, analytics, reporting and social media optimization drive business goals and strategies.

Social Media Strategist Objective	Social Media Strategist Courseware Lesson(s) and Section(s)
Domain 1: Introduction to Social Media	
1.1: Define "social media" and discuss how social media differs from traditional media, including quality, reach, frequency, accessibility, immediacy, and permanence.	Lesson 1: Introduction to Social Media <ul style="list-style-type: none"> - Social Media Introduction - What Is Social Media?
1.2: Describe Web 2.0 and Web 3.0 enabled technologies, including the following: Ajax, tagging, Semantic Web, Web feed services, podcasts, streaming, mashups, dashboards and intelligent personal assistant.	Lesson 1: Introduction to Social Media <ul style="list-style-type: none"> - Social Media Foundation Technologies - Lab 1-1: Creating a personalized social media dashboard
1.3: Explain various social communication methods, including written communication such as e-mail, posting, commenting, instant messaging, live chatting, text messaging, VoIP, video conferencing and live streaming, as well as owned, earned and paid communication.	Lesson 1: Introduction to Social Media <ul style="list-style-type: none"> - Social Media Communication Methods - Lab 1-2: Exploring social media communication methods
1.4: Explain the common reasons people use social media and list the types of social media consumers, including contributors, influencers, participants, sharers, and spectators.	Lesson 1: Introduction to Social Media <ul style="list-style-type: none"> - Social Media Consumers
1.5: Describe the five types of social media services and give examples of these sites: social publishing, social networks, social entertainment, social collaboration, and social commerce.	Lesson 1: Introduction to Social Media <ul style="list-style-type: none"> - Types of Social Media - Lab 1-3: Exploring types of social media sites

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1.6: Explain the differences between social media and mobile social media, including location and time sensitivity.	Lesson 1: Introduction to Social Media - Mobile Social Media
1.7: Explain what engagement is in social media and how it is measured, including conversation volume, applause, sentiment, and amplification.	Lesson 1: Introduction to Social Media - Social Media Engagement - Lab 1-4: Examining engagement on social media sites
1.8: Identify common types of tools used with social media and explain what kind of information they provide.	Lesson 1: Introduction to Social Media - Introduction to Social Media Tools - Lab 1-5: Comparing social media monitoring tools
Domain 2: Social Media in Business	
2.1: Explain factors that influence the facilitation of social media throughout a business, including executive buy-in, company culture, organizational structure, and organizational arrangement.	Lesson 2: Using Social Media in Business - Embracing Social Media - Business Adoption of Social Media - Lab 2-1: Analyzing CEO blogging
2.2: Plan social media for a fictitious business, including the business mission and its SMART core business and organizational goals.	Lesson 2: Using Social Media in Business - Organizational Goals for Social Media - Lab 2-2: Drafting a mission statement
2.3: Explain how using crowdsourcing and crowdshaping in social media have affected business innovation.	Lesson 2: Using Social Media in Business - Innovation social media goals - Lab 2-3: Setting SMART goals
2.4: Identify social media positions and the tasks and responsibilities of each role.	Lesson 2: Using Social Media in Business - Social Media Job Roles
2.5: Given a scenario, determine the impact on a business of implementing social media, including budgets, staffing, training, and policies.	Lesson 2: Using Social Media in Business - Social Media Impact on Business
2.6: Explain the types of communication links that can exist with businesses using social media.	Lesson 2: Using Social Media in Business - Communication links
2.7: Describe organizational assets to leverage in a social media campaign, such as content, social media accounts, employees, influencers, affiliates and company specific resources.	Lesson 2: Using Social Media in Business - Organizational assets
2.8: Explain elements that can help boost brand recognition on social media, such as consistency, social profiles, social voice and tone, and social characters.	Lesson 2: Using Social Media in Business - Boosting Brand Recognition
2.9: Create a personal online social media profile.	Lesson 2: Using Social Media in Business - Social profiles - Lab 2-4: Setting up a business Facebook page - Lab 2-5: Examining social characters
2.10: List advantages and disadvantages of using social media in business.	Lesson 2: Using Social Media in Business - Advantages of Social Media in Business
Domain 3: Social Media Strategy	
3.1: Describe the cycle of a social media strategy plan.	Lesson 3: Developing a Social Media Strategy - Social Media Strategies

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3.2: Conduct social media audits to assess the social media landscape, including brand presence, sentiment, positioning and competition.	<p>Lesson 3: Developing a Social Media Strategy</p> <ul style="list-style-type: none"> - Listening and analyzing - Social media auditing - Lab 3-1: Setting up a social media audit - Lab 3-2: Measuring brand presence - Lab 3-3: Measuring brand sentiment - Lab 3-4: Comparing influence and positioning
3.3: Explain the importance of market segments that impact a social media strategy, such as geographic, demographic, psychographic and behavioral segments.	<p>Lesson 3: Developing a Social Media Strategy</p> <ul style="list-style-type: none"> - Analyzing Market Segments -
3.4 Develop a social media strategic plan that incorporates the business marketing plan and goals.	<p>Lesson 3: Developing a Social Media Strategy</p> <ul style="list-style-type: none"> - Social media strategic plan incorporating the business marketing plan and goals
3.5: Develop social media personas for a business.	<p>Lesson 3: Developing a Social Media Strategy</p> <ul style="list-style-type: none"> - Personas - Lab 3-5: Developing a persona
3.6: Identify the primary and secondary target social media audiences for a company, brand or product.	<p>Lesson 3: Developing a Social Media Strategy</p> <ul style="list-style-type: none"> - Targeting the Audience
3.7: Perform a strengths, weaknesses, opportunities, and threats (SWOT) analysis based on a social media audit.	<p>Lesson 3: Developing a Social Media Strategy</p> <ul style="list-style-type: none"> - Using a SWOT to Analyze a Social Media Plan - Lab 3-6: Using a SWOT to analyze a social media plan
3.8: Explain the importance of making data driven decisions in a business.	<p>Lesson 3: Developing a Social Media Strategy</p> <ul style="list-style-type: none"> - Making data driven decisions
3.9 Explain how the Services Marketing Mix (7 P's of Marketing) are implemented in social media.	<p>Lesson 3: Developing a Social Media Strategy</p> <ul style="list-style-type: none"> - Services marketing mix: The 7 P's of marketing
Domain 4: Social Media Campaigns	
4.1: Explain a typical social media campaign and provide examples from current business on the Web.	<p>Lesson 4: Creating a Social Media Campaign</p> <ul style="list-style-type: none"> - What Is a Social Media Campaign?
4.2: Demonstrate project management essentials and tasks in relation to a social media campaign strategy, including creating a social media editorial calendar and assemble a project team of writers, editors, graphic designers, and subject matter experts SMEs to satisfy the technical, customer service strategies and personal ethics.	<p>Lesson 4: Tools for Capturing and Analyzing Data</p> <ul style="list-style-type: none"> - Planning a Social Media Campaign - Campaign Project Management - Establishing the team - Lab 4-1: Creating and assessing simple editorial calendars - Lab 4-2: Creating a task-based workflow
4.3: Develop appropriate personal standards for leadership techniques, customer service strategies and personal ethics	<p>Lesson 4: Tools for Capturing and Analyzing Data</p> <ul style="list-style-type: none"> - Personal Standards

4.4: Identify a work-based learning experience providing social media strategies in a business environment.	Lesson 4: Tools for Capturing and Analyzing Data <ul style="list-style-type: none">- Work-Based Learning Experience
4.5: Gather appropriate data for a successful social media campaign.	Lesson 4: Tools for Capturing and Analyzing Data <ul style="list-style-type: none">- Planning a Campaign
4.6: Identify the appropriate metrics for determining or declaring success in social media.	Lesson 4: Creating a Social Media Campaign <ul style="list-style-type: none">- Campaign Goals
4.7: Given a scenario, explain the tactics and strategies for a social media campaign, including content, timing, communication, influencers, keywords, and gamification.	Lesson 4: Creating a Social Media Campaign <ul style="list-style-type: none">- Campaign Strategies and Tactics- Lab 4-3: Developing timing strategies

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4.8: Describe how to support the message of a social media campaign.	Lesson 4: Creating a Social Media Campaign <ul style="list-style-type: none"> - Communication - Lab 4-4: Developing communication strategies - Lab 4-45: Researching keywords
4.9: Given a scenario, create a call to action for a social media campaign.	Lesson 4: Creating a Social Media Campaign <ul style="list-style-type: none"> - Calls to action (CTAs)
4.10: Explain the types of content that can be used in a social media campaign.	Lesson 4: Creating a Social Media Campaign <ul style="list-style-type: none"> - Developing Social Media Content
4.11: Given a scenario, create or select the appropriate content for a social media campaign.	Lesson 4: Creating a Social Media Campaign <ul style="list-style-type: none"> - Images and graphics - Lab 4-6: Examining social media campaign content
4.12: Explain how to find, organize, and share curated content for use in social media campaigns and identify challenges of using curated content.	Lesson 4: Creating a Social Media Campaign <ul style="list-style-type: none"> - Curating Content
4.13: Discuss the importance of time management, both professionally and personally and perform a time management analysis	Lesson 4: Creating a Social Media Campaign <ul style="list-style-type: none"> - Time management
Domain 5: Social Media Platforms	
5.1: Choose the appropriate social media platform and find social networks for a specific industry or niche.	Lesson 5: Social Media Platforms <ul style="list-style-type: none"> - Platform Selection
5.2: Given a scenario, justify a social media platform choice, including business objectives for your social media campaign.	Lesson 5: Social Media Platforms <ul style="list-style-type: none"> - Choosing the Appropriate Platform - Justifying your platform choices
5.3: Assess the environment and audience of a social media site. Determine audience composition for a social media site, including the number of followers and various demographics.	Lesson 5: Social Media Platforms <ul style="list-style-type: none"> - Audience
5.4: Identify the metrics available on social media platforms.	Lesson 5: Social Media Platforms <ul style="list-style-type: none"> - Metrics
5.5: Determine platform specific strategies and tactics you can employ on various social media platforms.	Lesson 5: Social Media Platforms <ul style="list-style-type: none"> - Facebook - Twitter - LinkedIn - Instagram - Pinterest - Facebook - Media Sharing - Industry or Niche Platform - Social Media Algorithm Changes - Lab 5-1: Assigning a page role - Lab 5-2: Creating a Facebook Event - Lab 5-3: Creating a Facebook Offer - Lab 5-4: Creating a Facebook group

	<ul style="list-style-type: none"> - Lab 5-5: Configuring and using Facebook Messenger on the Desktop - Lab 5-6: Posting, replying to, and retweeting tweets - Lab 5-7: Examining businesses on Twitter - Lab 5-8: Examining businesses on LinkedIn - Lab 5-9: Examining businesses on Instagram - Lab 5-10: Examining Businesses on YouTube
5.6: Identify the dynamics of a social media community.	Lesson 5: Social Media Platforms <ul style="list-style-type: none"> - Social Media Communities
5.7: Describe how to build a social media community.	Lesson 5: Social Media Platforms <ul style="list-style-type: none"> - Building a Community - Lab 5-11: Comparing community solutions
5.8: Describe the primary responsibilities of a social media community manager, including being the "face" of the brand.	Lesson 5: Social Media Platforms <ul style="list-style-type: none"> - Community Managers
5.9: Identify communication strategies that allow community members to have a voice in your community.	Lesson 5: Social Media Platforms <ul style="list-style-type: none"> - Giving your community a voice
5.10: Given a scenario, determine how to identify and work successfully with social media contributors and influencers.	Lesson 5: Social Media Platforms <ul style="list-style-type: none"> - Working with influencers and contributors

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5.11: Identify social media trends and ways to use them to your advantage.	Lesson 5: Social Media Platforms <ul style="list-style-type: none"> - Gaining an Advantage from Social Media Trends - Lab 5-12: Examining live streaming apps and sites
Domain 6: Social Media Presentations and Blogs	
6.1: Explain how presentations (e.g., Webinars, Webcasts, podcasts and live streaming) can be social.	Lesson 6: Presentations and Business Blogs <ul style="list-style-type: none"> - Social Presentations - Presentation technologies - Lab 6-4: Examining social live streaming
6.2: Develop objectives for a social presentation.	Lesson 6: Presentations and Business Blogs <ul style="list-style-type: none"> - Planning a Presentation - Lab 6-1: Planning a presentation
6.3: Analyze gathered data on audience needs, values and constraints for a social presentation.	Lesson 6: Presentations and Business Blogs <ul style="list-style-type: none"> - Audience analysis - Lab 6-2: Performing an audience analysis
6.4: Create a social presentation using a three-part structure (i.e., beginning, middle and end).	Lesson 6: Presentations and Business Blogs <ul style="list-style-type: none"> - Developing Presentations - Lab 6-3: Developing a presentation format and structure
6.5: Deliver a social presentation.	Lesson 6: Presentations and Business Blogs <ul style="list-style-type: none"> - Promoting Your Presentations
6.6: Use techniques to reduce speaking anxiety before and during a social presentation.	Lesson 6: Presentations and Business Blogs <ul style="list-style-type: none"> - Delivering Presentations
6.7: Prepare notes and visual aids for a social presentation.	Lesson 6: Presentations and Business Blogs <ul style="list-style-type: none"> - Notes and visual aids
6.8: Describe how to lead a question-and-answer session.	Lesson 6: Presentations and Business Blogs <ul style="list-style-type: none"> - Presentation question-and-answer sessions - Presentation follow-up and analysis
6.9: Explain how a business blog can provide multiple functions for a social media strategy.	Lesson 6: Presentations and Business Blogs <ul style="list-style-type: none"> - Business Blogs - Lab 6-5: Creating a business blog on blogger.com
Domain 7: Social Media Risk, Reputation and Crisis Management	
7.1: Explain the types of risks related to social media that a business might encounter.	Lesson 7: Risks, Reputation, and Crisis Response <ul style="list-style-type: none"> - Social Media Risks
7.2: Explain how organizational weaknesses can put a business at risk on social media.	Lesson 7: Risks, Reputation, and Crisis Response <ul style="list-style-type: none"> - Threats and weaknesses
7.3: Identify the steps to performing a social media risk assessment.	Lesson 7: Risks, Reputation, and Crisis Response <ul style="list-style-type: none"> - Assessing Risks - Lab 7-1: Conducting a risk assessment

7.4: Describe components of an effective social media risk management strategy, including governance, processes and systems	Lesson 7: Risks, Reputation, and Crisis Response <ul style="list-style-type: none">- Risk Management Strategy
7.5: Explain the purpose and importance of social media policies.	Lesson 7: Risks, Reputation, and Crisis Response <ul style="list-style-type: none">- Social Media Policies- Lab 7-2: Examining social media policies

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7.6: Describe social media data and how it might be accidentally or maliciously misused by employees or non-employees.	Lesson 7: Risks, Reputation, and Crisis Response - Managing Social Media Data
7.7: Given a scenario, describe legal, regulatory and compliance issues that a business might encounter because of social media.	Lesson 7: Risks, Reputation, and Crisis Response - Legal and Regulatory Compliance - Lab 7-3: Examining celebrity endorsements on social media
7.8: Explain how copyright rules affect social media strategy and content.	Lesson 7: Risks, Reputation, and Crisis Response - How Copyright Works With Social Media
7.9: Describe accessibility compliance (including ADA and Section 508) responsibilities in social media content.	Lesson 7: Risks, Reputation, and Crisis Response - Accessibility Compliance
7.10: Implement accessibility compliance in social media.	Lesson 7: Risks, Reputation, and Crisis Response - Accessibility Implementation
7.11: Identify appropriate netiquette and cultural references as it applies to social media strategies.	Lesson 7: Risks, Reputation, and Crisis Response - Netiquette and Cultural References
7.12: Differentiate between ethical and legal responsibilities.	Lesson 7: Risks, Reputation, and Crisis Response - Legal vs Ethical Issues
7.13 Compare local and international privacy and tax laws, net neutrality policies (e.g., HIPAA, GDPR, and so on), and social media responsibilities.	Lesson 7: Risks, Reputation, and Crisis Response - Local and International Privacy and Tax Laws
7.14: Consider appropriate security standards as it applies to social media strategies to protect personal and business information.	Lesson 7: Risks, Reputation, and Crisis Response - Security Standards
7.15: Formulate standards to apply ethical reasoning and judgment on issues affected by technological advances (e.g., coding, hacking, and spying).	Lesson 7: Risks, Reputation, and Crisis Response - Ethical Reasoning and Judgment
7.16: Identify reputation risk factors for a business that are related to social media.	Lesson 7: Risks, Reputation, and Crisis Response - Reputation Management
7.17: Describe the components that make up a social media crisis plan, including roles, messages and action plan.	Lesson 7: Risks, Reputation, and Crisis Response - Planning for a crisis - Lab 7-4: Planning for crisis scenarios
7.18: Explain the stages of a social media crisis, including detection, identification, response and recovery.	Lesson 7: Risks, Reputation, and Crisis Response - Managing a crisis - Lab 7-5: Examining real-world social media crises
Domain 8: Social Media Advertising	
8.1: Describe the differences between paid and organic social media.	Lesson 8: Social Media Advertising - Social Media Advertising
8.2: Given a scenario, identify the target objective and audience for an advertising campaign.	Lesson 8: Social Media Advertising - Advertising objectives and target audiences

8.3: Explain how to set a social media budget for an advertising campaign.	Lesson 8: Social Media Advertising - Advertising budget
8.4: Describe how to measure the performance of an advertising campaign.	Lesson 8: Social Media Advertising - Advertising metrics
8.5: Describe the type of content that makes the best ads on social media, and how to test variations of ads using A/B testing.	Lesson 8: Social Media Advertising - Advertisement content
8.6: Create a Facebook advertisement, selecting the appropriate ad type, audience, budget and metrics.	Lesson 8: Social Media Advertising - Advertising on Facebook - Lab 8-1: Promoting a post on Facebook
8.7: Describe how to advertise on Instagram through a Facebook business page.	Lesson 8: Social Media Advertising - Advertising on Instagram
8.8: Create a Twitter advertisement, selecting the appropriate ad type, audience, budget and metrics.	Lesson 8: Social Media Advertising - Advertising on Twitter - Lab 8-2: Setting up a Twitter campaign - Lab 8-3: Examining Twitter ads
8.9: Create a LinkedIn advertisement, selecting the appropriate ad type, audience, budget and metrics.	Lesson 8: Social Media Advertising - Advertising on LinkedIn - Lab 8-4: Creating a LinkedIn text ad
8.10: Explain how to advertise on Google platforms (YouTube).	Lesson 8: Social Media Advertising - Advertising on Google Platforms - Lab 8-5: Setting up an AdWords account

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8.11: Describe how to create a Promoted Pin on Pinterest.	Lesson 8: Social Media Advertising - Advertising on Pinterest
8.12: Given a scenario, describe how to select the best platform for your business.	Lesson 8: Social Media Advertising - Selecting the Best Advertising Platform
8.13: Describe best practices for creating social media advertising.	Lesson 8: Social Media Advertising - Social Media Advertising Best Practices
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.	Lesson 9: Social Media Metrics and Analytics - Social Media and Big Data - Lab 9-1: Examining data formats
9.2: Describe strategies for analyzing big data generated from social media.	Lesson 9: Social Media Metrics and Analytics - Big data strategies
9.3: Identify the characteristics of big data, including volume, velocity, variety, veracity, confidence, context and choice.	Lesson 9: Social Media Metrics and Analytics - The four Vs and three Cs of big data
9.4: Describe what social media mining is and its process.	Lesson 9: Social Media Metrics and Analytics - Social Media Mining
9.5: Explain how to extract and archive data from social media.	Lesson 9: Social Media Metrics and Analytics - Extracting data - Lab 9-2: Examining social media platform APIs
9.6: Explain the process of cleaning and transforming big data so it is ready for analysis.	Lesson 9: Social Media Metrics and Analytics - Cleaning and transforming data
9.7: Describe how visualizing big data from social media can help a company when analyzing data.	Lesson 9: Social Media Metrics and Analytics - Visualizing data
9.8: Describe how to calculate social media ROI.	Lesson 9: Social Media Metrics and Analytics - Social Media ROI and Metrics
9.9: Identify the types of social media metrics that can be used for different stages of the social media funnel.	Lesson 9: Social Media Metrics and Analytics - Determining Return
9.10: Describe what a conversion is in social media, how to measure conversions and the various types of conversion attribution models.	Lesson 9: Social Media Metrics and Analytics - Determining Return - Lab 9-3: Examining an online social media ROI calculator
9.11: Describe the types of tools used in social media analytics.	Lesson 9: Social Media Metrics and Analytics - Tools for tracking metrics - Lab 9-4: Examining the Twitter analytics tools
Domain 10: Social Media Reporting and Optimization	
10.1: Describe what a social media report is and the steps for creating one.	Lesson 10: Reports and Optimization - Social Media Reports
10.2: Identify types of social media reports and scenarios where they are useful.	Lesson 10: Reports and Optimization - Types of reports

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10.3: Explain how the audience should be considered when creating a social media report.	Lesson 10: Reports and Optimization <ul style="list-style-type: none"> - Consider your audience - Lab 10-1: Creating an executive report
10.4: Describe what social media optimization (SMO) is and how it fits into the social media strategy planning cycle.	Lesson 10: Reports and Optimization <ul style="list-style-type: none"> - Social Media Optimization (SMO)
10.5: Explain how social media can be optimized by integrating it into traditional marketing campaigns.	Lesson 10: Reports and Optimization <ul style="list-style-type: none"> - SMO and marketing
10.6: Describe methods of optimizing content for social media.	Lesson 10: Reports and Optimization <ul style="list-style-type: none"> - SMO and content - Lab 10-2: Optimizing content
10.7: Describe how metadata is used for SMO and identify the types of metadata protocols (Open Graph, Twitter Cards, and schema.org) and their tag structures.	Lesson 10: Reports and Optimization <ul style="list-style-type: none"> - SMO and metadata - Lab 10-3: Adding Open Graph tags - Lab 10-4: Coding tags for a Twitter Summary Card - Lab 10-5: Coding and testing microdata
10.8: Explain how social media optimization (SMO) can have an impact on search engine optimization (SEO) and steps you can take to improve your SEO using SMO.	Lesson 10: Reports and Optimization <ul style="list-style-type: none"> - SMO and SEO