



केन्द्रीय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE
AN AUTONOMOUS INSTITUTION REGD. BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT. OF INDIA
REGD. BY NCS-MINISTRY OF LABOUR AND EMPLOYMENT, GOVT. OF INDIA
REGD. AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA
An Autonomous Organization works for IT, HRD & Literacy

Diploma In Social Marketing Management

Description

Diploma in Social Marketing Management course equips you with critical content creation and management skills. You'll learn how to create effective social media posts and how to create a strong brand to help you build a social media presence. You'll also learn how to establish an ongoing process to manage your content. This includes setting up a content calendar, managing and moderating your posts, analyzing data for insights and iteration, and how to increase post effectiveness. You will end the course with real-world application of your skills through a content management project.

Course Content

- Establish and manage a social media presence
- Create a Facebook business page and an Instagram account for business
- Understand how and why to create content for social media
- Create a brand, tone, and voice for a social media presence
- Manage a content calendar for your social media presence
- Evaluate the performance of your content on social media and to iterate and optimize the performance
- Create a content calendar for your social media presence
- Manage social media content using real world data

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