

## COURSE DESCRIPTION

Social media is a key component of any successful digital marketing strategy. If you are a healthcare professional who wants to start marketing on social media, improve on your current strategy, or if you would like to have more strategic conversations with your social media manager, this course is for you. We walk you through:

- Building your brand
- Understanding relevant platforms like Facebook, LinkedIn, Instagram, and YouTube
- Creating professional social media profiles and business pages
- Creating, scheduling, and posting organic and paid content
- Knowing when and what to post
- Creating a social media marketing strategy

Upon completion of this course, you will be equipped with the tools to market to existing customers and to attract new ones by utilizing the power of social media.

## TOPICS

1. **Social Media Basics** - An overview of social media marketing and why it is an important and powerful tool.
2. **Creating Your Brand** - Why branding is important and what needs to be included in your brand kit.
3. **Know The Platforms** - Each social media platform has a different focus and market. This section reviews the features of each platform and highlights which platforms are most important to hearing healthcare.
4. **Creating Your Social Profiles** - This takes you through how to create business profiles on key platforms as well as tips for maintaining a professional personal platform.
5. **Creating Your Social Media Strategy** - It is important to have a plan for your social media, including what to post and how often to post. This section reviews that as well as provides examples.
6. **Social Media Analytics** - Many platforms provide information on the performance of your social media; these are called analytics. In this section, we take you through how to access and interpret these analytics.
7. **Content** - We provide you with examples and templates of posts so that you can get started right away with your social media plan.