COURSE SYLLABUS

# Social Media Industry & Portfolio (Self-Paced)

Self-paced: Build a social media portfolio project and refine the resume, LinkedIn profile, and online presence you use in your job search.

> Group classes (Live Online) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://training-nyc.com/courses/social-media-industry-portfolio-online



nyc@careercenters.com • (212) 658-1918

# Course Outline

## Section 1 - Brand Research & Building

### Understanding the Competitive Landscape

- Examples of successful social campaigns
- Examples of social media portfolios

### Build Your Brand

- Research brand goals
- Define target audience
- Define what makes you unique
- Determine brand voice
- Determine your visual identity
- Consistency in online presence
- Creating your own brand image with references

### Understanding the Earned-First Approach

- Establish your audience's needs
- Earned-first approach
- How to make creative ideas
- Incorporating gamification and/or call-to-action

## Section 2 - Social Campaign Development

### Portfolio Project Brief

- Introduction to client brief
- Establish a target audience

- Establish a project purpose

### Portfolio Project Development

- Establishing the project challenge
- Creating a valuable insight through research
- Develop a big idea solution
- Create concept mock-ups
- Showcase how it will earn coverage through research
- Establishing brand ambassadors
- Media and social coverage mock-ups

## Section 3 - Networking for Social Media

### Networking Optimization for LinkedIn

- How to clearly showcase your skills and experience
- Sharing content and engaging the community
- Reaching out to hiring managers
- Finding companies and organizations to follow
- Building a lasting network

### Building a Network

- Compiling a list of successful professionals
- Reaching out to book informational interviews
- Career considerations
- Conferences and Summits