COURSE SYLLABUS

Social Media Marketing Summer Program (High School)

Learn about current social media marketing trends and develop a marketing strategy that works for you. Discover how to properly use platforms such as Instagram, Facebook, and TikTok.

> Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.nextgenbootcamp.com/classes/social-media-marketing-summer-program



hello@nobledesktop.com • (212) 226-0884

Course Outline

Instagram Marketing

- Introduction to Instagram
- Understanding the Instagram Algorithm
- The Instagram Ecosystem
- Developing Your Instagram Strategy
- Best Practices for Setting up Your Instagram Profile
- Instagram Content Strategy
- Hashtags 101
- How to Gain More Followers
- How to Increase Engagement on Instagram
- Instagram Posting Strategy
- Instagram Features Overview
- Instagram Stories
- Influencer Marketing
- Instagram Advertising

Facebook Marketing

- Introduction to Facebook
- Understanding the Facebook Algorithm
- Best Practices for Setting up a Facebook Business Page
- Strategies for Leveraging Facebook Groups for Growth
- Facebook Ads Strategy
- How to Setup the Facebook Pixel

- Facebook Conversion Tracking
- Facebook Audience Targeting
- Facebook Ad Creation Best Practices
- Facebook Ad Optimization
- Facebook Account Management
- Facebook Reporting & Insights

TikTok Marketing

- Introduction to video-based social media
- Developing a strategy for business-based content
- Determine your brand image
- TikTok Marketing
- Paid Advertising