

# 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 in NYC and onsite training is available for this course. For more information, email [corporate@nobledesktop.com](mailto:corporate@nobledesktop.com) or visit: <https://www.nextgenbootcamp.com/classes/social-media-marketing-summer-p>



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## 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 Pages
- 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