Social Media – Beyond the Basics  
A guide to content that will be covered in this four-part course on social media offered by the Social Media + Big Data department of the North American Division. This class is open to anyone, and all who are involved in digital communications are strongly encouraged to attend. It is, however, recommended that participants review the Social Media 101 course prior to the start of this series. Upon completion of this series (attendance of all four sessions), participants will receive a certificate for their records. The purpose of this course is to inform and equip staff to strategically promote events related to the mission of the church through integrated promotions campaigns and paid social media advertising. The goal is to develop the ability to understand and interpret key data—elevating the basic level of competency from level 2 to level 3, with some level 4 skills\*.   
  
**Each session will last 90 minutes:** an approximately 35 min presentation followed by a Q&A period with live demonstrations and workshop. The presentation will be sent out to all participants for reference. Please bring your smart phone, tablet, and/or laptop for the workshop portion of the class.

**S1 – Web Tracking + Introduction to Google Analytics**

* A breakdown of UTM codes
* Creating tracking links and using URL shorteners
* Overview of Google Analytics and how to set up a free account
* Navigating Google Analytics, breakdown of key metrics and terms
* Creating reports from Google Analytics data

**S2 – Basics of Placing Targeted, Paid Social Media Ads**

* Overview of Facebook ads manager and team features
* Facebook targeting: location, language, demographics, interest, connections, etc.
* Purposes of various ad types: increasing awareness, traffic, engagement, video views
* General tips to optimize ad performance and maximizing budget
* Making sense of the results, deconstructing ad data, and future optimization

**S3 – Basics of Social Media Insights & Reporting**

* Where to find data, understanding who you are reaching, and how to make reports
* Comparing actual impact with pre-set goals
* Overview of terms and important features: Facebook, Twitter, Instagram

**S4 – Event Campaigns, Goals, Strategy, Budget, and Results**

* Determining goals, audience, platforms/channels, and timeline
* Developing an integrated approach
* Internal (Adventist) verses external (community) campaigns/messaging
* Planning content, messages; utilizing partners
* Creating your content strategy and building buzz
* Paid ads and budgeting
* Evaluating, campaign optimization, and reporting results