

LEARNING OBJECTIVES

After completing this chapter, students will be able to:

- Explain why social media is important to businesses around the world
- Define SMM
- Explain the seven myths of SMM
- Relate a brief history of SMM
- Explain characteristics of SMM and ways in which it differs from traditional offline marketing
- Describe typical positions that are available in SMM

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- Discuss the characteristics of a successful social media marketer
- Identify best practices for SMM

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After completing this chapter, students will be able to:

- Define a social media plan
- Explain the SMM planning cycle
- Describe each step in the SMM planning cycle
- Identify ways to listen and observe the social web
- Describe the Valid Metrics Framework and its role in setting SMM objectives
- Explain how to create social media strategies

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- Detail how to link social media goals to actions
- Explain the importance of word of mouth as advocacy in SMM
- Identify best practices in developing social media strategies

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After completing this chapter students will be able to:

- Explain the importance of audience targeting in SMM
- Describe the SMM targeting process
- Define *big data* and explain its role in SMM targeting
- Discuss what a persona is and how a marketer goes about creating one
- Describe the contents of an SMM media plan
- Explain what optimization means in SMM

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- Discuss uses of keywords, hashtags, and emojis in targeting branded posts
- Identify best practices for targeting branded posts

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After completing this chapter students will be able to:

- Define the rules of engagement for SMM
- Explain the difference between permission vs. interruption marketing
- Describe the initial entry strategy of passive vs. active
- Detail the principles for success in social media engagement

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- Describe the rules of effective social media interaction
- Define SMM ethics
- Explain how to make ethical social media decisions
- Describe the global perspective of SMM