uCertify

Course Outline

CIW: Social Media Strategist - V2.0 (1D0-623v2.0)



28 Mar 2024

1. Course Objective
2. Pre-Assessment
3. Exercises, Quizzes, Flashcards & Glossary

   Number of Questions
4. Expert Instructor-Led Training
5. ADA Compliant & JAWS Compatible Platform
6. State of the Art Educator Tools
7. Award Winning Learning Platform (LMS)
8. Chapter & Lessons

   Syllabus

   Chapter 1: Introduction to Social Media

   Chapter 2: Using Social Media in Business

   Chapter 3: Developing a Social Media Strategy

   Chapter 4: Creating a Social Media Campaign

   Chapter 5: Social Media Platforms

   Chapter 6: Presentations and Business Blogs

   Chapter 7: Risks, Reputation, and Crisis Response

   Chapter 8: Social Media Advertising

   Chapter 9: Social Media Metrics and Analytics

   Chapter 10: Reports and Optimization

   Videos and How To
9. Practice Test

   Here's what you get

   Features
10. Post-Assessment

1. Course Objective

Prepare for the CIW 1D0-623 certification exam with the CIW: Social Media Strategist - V2.0 course. The course provides complete coverage of the 1D0-623 exam objectives and helps in explaining the differences between social media and mobile social media, including location and time sensitivity along with identifying the common types of tools used with social media and explain what kind of information they provide. The social media course also provides skills on social media strategies and campaigns.

2. Pre-Assessment

Pre-Assessment lets you identify the areas for improvement before you start your prep. It determines what students know about a topic before it is taught and identifies areas for improvement with question assessment before beginning the course.

3. Exercises

There is no limit to the number of times learners can attempt these. Exercises come with detailed remediation, which ensures that learners are confident on the topic before proceeding.



4. Quizzes

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.



5. flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.



6. Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.



7. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

8. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

9. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

10. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been

recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**
    1. Best Postsecondary Learning Solution

- **2015**
    1. Best Education Solution
    2. Best Virtual Learning Solution
    3. Best Student Assessment Solution
    4. Best Postsecondary Learning Solution
    5. Best Career and Workforce Readiness Solution
    6. Best Instructional Solution in Other Curriculum Areas
    7. Best Corporate Learning/Workforce Development Solution

- **2016**
    1. Best Virtual Learning Solution
    2. Best Education Cloud-based Solution
    3. Best College and Career Readiness Solution
    4. Best Corporate / Workforce Learning Solution
    5. Best Postsecondary Learning Content Solution
    6. Best Postsecondary LMS or Learning Platform
    7. Best Learning Relationship Management Solution

- **2017**
    1. Best Overall Education Solution
    2. Best Student Assessment Solution
    3. Best Corporate/Workforce Learning Solution
    4. Best Higher Education LMS or Learning Platform

- **2018**
    1. Best Higher Education LMS or Learning Platform

2. Best Instructional Solution in Other Curriculum Areas
3. Best Learning Relationship Management Solution

- **2019**
  1. Best Virtual Learning Solution
  2. Best Content Authoring Development or Curation Solution
  3. Best Higher Education Learning Management Solution (LMS)

- **2020**
  1. Best College and Career Readiness Solution
  2. Best Cross-Curricular Solution
  3. Best Virtual Learning Solution

11. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

Syllabus

Chapter 1: Introduction to Social Media

- Social Media Introduction
- What is Social Media?
- Social Media Foundation Technologies

- Social Media Communication Methods
- Types of Social Media
- Mobile Social Media
- Social Media Engagement
- Introduction to Social Media Tools
- Lesson Summary
- Optional Labs

Chapter 2: Using Social Media in Business

- Embracing Social Media
- Business Adoption of Social Media
- Organizational Goals for Social Media
- Social Media Job Roles
- Social Media Impact on Business
- Boosting Brand Recognition
- Social Media Consumers
- Advantages of Social Media in Business
- Lesson Summary

- Optional Labs

Chapter 3: Developing a Social Media Strategy

- Social Media Strategies
- Listening and Analyzing
- Analyzing Market Segments
- Social Media Strategic Plan Incorporating the Business Marketing Plan and Goals
- Personas
- Targeting the Audience
- Using a SWOT to Analyze a Social Media Plan
- Services Marketing Mix: The 7 Ps of Marketing
- Lesson Summary
- Optional Labs

Chapter 4: Creating a Social Media Campaign

- What Is a Social Media Campaign?
- Planning a Social Media Campaign
- Campaign Project Management

- Personal Standards
- Work-Based Learning Experience
- Planning a Campaign
- Campaign Strategies and Tactics
- Developing Social Media Content
- Curating Content
- Time Management
- Lesson Summary
- Optional Labs

Chapter 5: Social Media Platforms

- Platform Selection
- Choosing the Appropriate Platform
- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest

- Media Sharing
- Industry or Niche Platforms
- Social Media Algorithm Changes
- Social Media Communities
- Gaining an Advantage from Social Media Trends
- Lesson Summary
- Optional Labs

Chapter 6: Presentations and Business Blogs

- Social Presentations
- Planning a Presentation
- Developing Presentations
- Promoting Your Presentations
- Delivering Presentations
- Presentation Follow-up and Analysis
- Presentation Technologies
- Business Blogs
- Lesson Summary

- Optional Labs

Chapter 7: Risks, Reputation, and Crisis Response

- Social Media Risks
- Assessing Risks
- Risk Management Strategy
- Social Media Policies
- Managing Social Media Data
- Legal and Regulatory Compliance
- How Copyright Works with Social Media
- Accessibility Compliance
- Netiquette and Cultural References
- Legal vs Ethical Issues
- Security Standards
- Ethical Reasoning and Judgment
- Reputation Management
- Lesson Summary
- Optional Labs

Chapter 8: Social Media Advertising

- Social Media Advertising
- Advertising on Facebook
- Advertising on Instagram
- Advertising on Twitter
- Advertising on LinkedIn
- Advertising on Google Platforms
- Advertising on Pinterest
- Selecting the Best Advertising Platform
- Social Media Advertising Best Practices
- Lesson Summary
- Optional Labs

Chapter 9: Social Media Metrics and Analytics

- Social Media and Big Data
- Social Media Mining
- Social Media ROI and Metrics
- Tools for Tracking Metrics

- Lesson Summary
- Optional Labs

Chapter 10: Reports and Optimization

- Social Media Reports
- Social Media Optimization (SMO)
- Lesson Summary
- Optional Labs

Videos and How To

uCertify course includes videos to help understand concepts. It also includes How Tos that help learners in accomplishing certain tasks.

48	03:08
VIDEOS	HOURS

12. Practice Test

Here's what you get

55	3	87
PRE-ASSESSMENTS QUESTIONS	FULL LENGTH TESTS	POST-ASSESSMENTS QUESTIONS

Features

Each question comes with detailed remediation explaining not only why an answer option is correct but also why it is incorrect.

Unlimited Practice

Each test can be taken unlimited number of times until the learner feels they are prepared. Learner can review the test and read detailed remediation. Detailed test history is also available.

Each test set comes with learn, test and review modes. In learn mode, learners will attempt a question and will get immediate feedback and complete remediation as they move on to the next question. In test mode, learners can take a timed test simulating the actual exam conditions. In review mode, learners can read through one item at a time without attempting it.

13. Post-Assessment

After completion of the uCertify course Post-Assessments are given to students and often used in conjunction with a Pre-Assessment to measure their achievement and the effectiveness of the exam.

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