

# The Big Picture of Social Media Networking

---

## Course Outline:

### 1. The Big Picture

- a. Essentials of online marketing
- b. Why Facebook and when ?
- c. Why twitter and when ?
- d. Other social media network availability
- e. Benefits of social media networks
- f. Requirements and activism
- g. Preparing your 1<sup>st</sup> online marketing campaign
- h. About Facebook's advertising
- i. About Facebook's terms of use

### 2. Twitter Basics

- a. Setting up your business account
- b. About Twitter's terms of use
- c. Creating a custom background
- d. Creating tweets
- e. Following to Twitter

### 3. Facebook Basics

- a. Introduction
- b. Preparing to socialize
- c. Setting up Your Account
- d. Setting up your Group
- e. Invite people to join
- f. Search for new people
- g. sending newsletter
- h. group update
- i. Events planning and invitations
- j. Socializing rules and principles
- k. adding new met people
- l. send thank you notes and greetings
- m. picture display

### 4. YouTube Basics

- a. Introduction

- b. Make your publishing video ready
- c. Set up your account
- d. Upload your video
- e. publish your video
- f. Keywords search
- g. Check Statistical figures

**5. Picasa and Flickr Basics**

- a. Introduction
- b. Prepare your photo album
- c. Set up your account
- d. Upload your pictures
- e. publish your pictures
- f. invite friends to comment and share