

Social Media Design & Strategies

This course is designed to equip adults with the knowledge and skills needed to leverage social media platforms for effective digital marketing and brand communication. Participants will delve into the creative and strategic aspects of social media design, multimedia production, and user experience optimization for enhanced engagement and brand consistency.

Week 1: Introduction to Social Media Marketing

- Overview of the course structure and objectives
- Importance of social media in digital marketing
- Case studies of successful social media campaigns

Week 2: Graphic Design Principles for Social Media

- Applying design principles to social media graphics
- Creating visually appealing and shareable content
- Tools and techniques for designing graphics for different platforms

Week 3: Multimedia Production for Social Media

- Introduction to multimedia elements (images, videos, GIFs)
- Creating engaging multimedia content for social media
- Hands-on workshop: Producing multimedia content

Week 4: User Experience Optimization for Social Media

- Understanding user behavior on social media platforms
- Designing for mobile responsiveness
- Strategies for enhancing user engagement and interaction

Week 5: Brand Consistency in Social Media Design

- Importance of brand identity on social media
- Creating a cohesive visual brand presence
- Case studies on maintaining brand consistency across platforms

Week 6: Social Media Strategies and Analytics

- Developing a social media content calendar
- Analyzing social media metrics for performance improvement
- Final project: Creating a comprehensive social media strategy

This course is suitable for individuals with basic knowledge of social media use. Participants will be participating in hands-on activities with an emphasis on practical skills that can be immediately applied to real-world social media scenarios.