**Certification in Social Media Marketing**

Session One

What is Social Media?

Demystifying Community Building in Facebook

Facebook Marketing Strategy

Facebook Community Building and Facebook Advertising

Session Two

All about Twitter

Twitter Marketing Strategy

Session Three

Basics of LinkedIn

Engaging LinkedIn for B2B Lead Generation and Personal Branding

Other Social Media Channels

Session Four

Measuring ROI of Social Media

Concept and execution of multi-channel Social Media campaign

Do and Don’ts of Social Media Campaign

Practical training