

Social WE Media Course

**Social Media Course:
Here is an Outline of what you will Learn:**

1. Introduction and overview of social media

2. Why Social Media is Important for business

3. Introduction to Facebook

- Optimizing profile for personal profile and page
- Facebook groups

4. Introduction to Twitter

- Optimizing Twitter profile
- How to optimize using twitter

5. Google Optimization for your Business

- Introduction to Google
- Google Search tools
- Local Search
- Google Analytics
- Google Business Photos
- Google Authorship

-Introduction to Google+

- Optimizing G+ profile, page
- Circles
- Communities
- Hangouts
- Google+ Business page
- Insights

6. Introduction to LinkedIn

- Optimizing LI profile and company pages
- Groups

7. Introduction to Instagram

- The Importance of Visual Content
- SEO importance on Labeling of Photo Files

8. Introduction to Pinterest

- The importance of Visual content

- How to Use Pinterest Boards to Draw Business for Your Clients
- SEO importance on Labeling of Photo Files
- How to use the boards and group content

9. Introduction to Foursquare

- The Important for Social Media
- The perks
- How it can increase your business

10. Content Creation and Sharing

- What to post and what not to post
- How often to post
- Hashtagging
- Scheduling ~ yes/no
- SEO importance on Labeling of Photo Files

11. Tribe Building Basics

- How to attract Facebook connections
- Attracting Twitter followers naturally
- Team work, JV's, Collaborations

12. Online Reputation Management

- The Truth about Gamification and why to never engage in this practice

13. Introduction to Klout

- Setting up account
- Hooking up networks
- Overview of how to scoring is tabulated
- The importance of the score
- Common criticisms
- Perks
- Others out there Kred, Peer Index

14. Empire Avenue

- Setting up the account
- Overview of investing and selling
- Networking and communities
- Missions

Miriam Slozberg is a Canadian author, part time astrologer and social media consultant, helping entrepreneurs stand out and be influential in their niche through social media. She also has a really personal and updated outlook on what it means to operate a business based on spirituality in this day and age of world wide web economy, combining her skills and sensitivity with her knowledge of new social media and web marketing. She has written two spiritual based books as well as an ebook on social media influence. There will be more of her writing to come

in the future.

Miriam also manages to balance her work as an author and astrologer with her online marketing company, Gemini Rising Ltd, a business that aims to offer a solid support to small business and individuals who are striving to develop their influence, reputation and reach via the internet.

Miriam Slozberg's objective as a social media consultant is to help entrepreneurs of all types to stand out and be influential in their niches through social media. Since social media has become so prevalent, it is a necessity for any business owner to have a strong social media presence and Miriam is there to guide along the way.

To find out more on Miriam Slozberg:

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