



# Level 3 Masterclass in Social Media & Digital Marketing

**Duration: 6 days**  
**Accreditation: City & Guilds**

## Accreditation

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These units are accredited by City & Guilds.

## Introduction/Summary

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This masterclass, over a 6 day period, will increase your organisation's online presence by developing the digital marketing talent in your team.

Led by an experienced Digital Marketer, the masterclass will explain how social media fits into your business, how to use social media to network, how to optimise your website, and provide insights into using digital and social media to advertise and promote your services.

**This can be an ideal taster for the digital marketing apprenticeships at levels 3 and 4 as well as a standalone development opportunity for staff.**

## Masterclass Content

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### Unit 301: Principles of Social Media Within A Business (6 credits)

The fundamentals of social media marketing for a business.

- How Social Media fits into the objectives and marketing of a business
- How to select Social Media tools and channels for a business
- How to measure the success of using social media tools and channels
- Understand how social media policy and guidelines can impact a business
- Monitor how a business is using Social Media

### Unit 302: Principles of Keywords and Optimisation (5 credits)

Understanding how to implement keywords and/or keyword phrases on a website to achieve maximise optimisation.

- Understand Search Engine Optimisation (SEO)
- Plan implementation of SEO techniques
- Understand Social Media Optimisation (SMO)
- Plan implementation of a website optimised for mobile devices

### Unit 303: Social Networking Management for a Business (7 credits)

Using social networking for business in a cost effective and time efficient way.

- Evaluate external social networking tools for a business
- Classify the social networking audience of a business
- Use social media management tools in relation to social networking
- Carry out a risk analysis and create a digital crisis management plan in relation to social networking for a business
- Use social networking measurement and monitoring tools for a business

## Requirements/Pre-Requisites

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**Although there are no prerequisites for this course the ideal participant will have the opportunity within their organisation to use the skills they are developing throughout the course in a real life context. For example, have access to the organisation's social media accounts and google analytics.**



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