



Harford Youth Workforce Investment

Introduction to Social Media Marketing Program

Spring 2023

This program is designed to provide students with the opportunity to gain skills as a social media marketer. This program's primary goal is to prepare students for entry-level or internship roles as support within an office setting. Among the most in-demand skills needed in the field of social media marketing is a proficiency in Microsoft Office Applications.

This program will provide preparatory instruction for the Microsoft Outlook exam, MO-400. In addition, students will learn to harness the power of Outlook to track and schedule marketing campaigns using Outlook's content calendar feature. Graduates of this program will have a basic understanding of the broad spectrum of Social Media Marketing principles and some baseline tools to begin a marketing campaign.

In addition to Microsoft Outlook, students will also learn how to utilize social media to build an engaging social media presence for small businesses. The class will include demonstrations on how to write and design posts, helpful resources to save time and money, and detailed tips on how to create a cohesive campaign across social media platforms. Students will learn essential steps on how to create a social media strategy designed for effective marketing. The course will address the dos and don'ts and will include specific examples. Also included are ways to discover the key social media skills for photography, caption writing, and creativity.

Certification: Microsoft Outlook Office Associate (MO-400)

Required Courses:

- Job readiness 6 sessions, 12 hours
- Microsoft Outlook 12-13 sessions, 24-26 hours
- Social Media Marketing Industry Basics 15-17 sessions, 30-34 hours

Location: Edgewood Public Library

When: 1/4/23 – 5/17/23, A days, 11:15am – 1:15pm

Contact Information: Sarah Paquin, HCPS Curriculum Specialist for CTE/Career Workforce (410) 809-6316, sarah.paquin@hcps.org