



ERIC SCHWARTZMAN

Self-Paced Course Catalog

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About the Author

[Eric Schwartzman](#) is the best selling coauthor of [Social Marketing to the Business Customer](#), top-rated emerging technologies instructor for the Public Relations Society of America and former Chief Revenue Officer at a \$1B B2B industrial manufacturer.

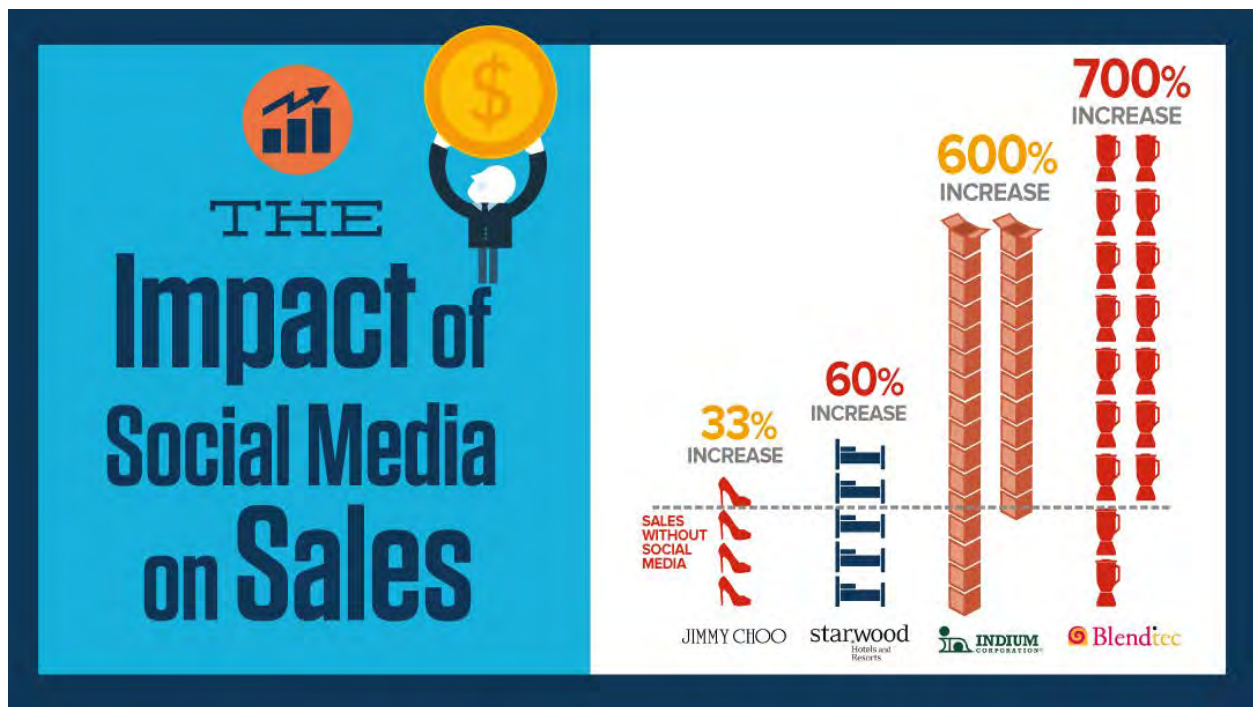
He has led professional development training seminars for thousands of professionals all over the world and is among the most experienced, successful social media training providers in the world.

He founded [iPRSoftware, Inc.](#) in 2006 and sold it to private investors in 2012, where he remains a shareholder and advisor.

These courses are designed to ensure employees have access to the timely information to leverage social media responsibly and effectively in the work place. The library provides a scalable solution for teaching individuals to use social media effectively, while safeguarding organizations against the many legal, regulatory and competitive threats that public communications pose.



Eric Schwartzman with US Ambassador to Rome David H. Thorne, who holds a copy of Eric's best-seller "Social Marketing to the Business Customer."



Business Case for Social Media Training

Many social media specialists promote “awesomeness” as the path to increased engagement. While sharing extraordinary content via social media is a noble goal, this approach is naive, unsustainable and defies standardization.

Saddling external communications personnel with producing consistently “awesome” content is an unrealistic if not impossible approach. While all organizations strive to achieve phenomenal results, extraordinary is by definition unusual.

Effective social media communications are one to one, not one to many. The power of social media is unleashed when communities engage with brands by commenting, liking and retweeting their posts, exponentially multiplying reach and frequency.

According to the Edelman Trust Barometer, there’s a gap between the degree of trust we have for institutions versus their leadership and it suggests that relying exclusively on CEOs and official spokespeople to handle external communications is a losing strategy.

Though organizations have grown accustomed to front lining their leadership to inform the public, research shows this approach is ineffective. Decentralizing external communications by empowering subject matter experts and regular employees to serve as brand ambassadors via social media is a more sustainable and efficient approach, which is why companywide social media training has become a strategic imperative.

In the old days, organizations media trained their official corporate spokespeople. Today, they’re social media training the entire workforce.

These courses help employers scale social media engagement by empowering broad populations to serve as responsible and effective goodwill brand ambassadors through social media training, assessment and certification programs.

Familiarity with Facebook for personal use does not necessarily qualify employees to use social media for work. The key to unlocking productivity, profitability and employee engagement gains comes from the use of social media through the org chart.

For more on the business case for decentralized social media communications in the workplace, download our whitepaper on the [7 Deadly Social Media Sins](#).

Self-Paced Social Media Training

Self-paced training technology is lowering the cost and increasing the effectiveness of professional development and knowledge transfer assessment. Courses can be delivered through your own learning management system (LMS).

Our self-paced, social media training literacy and compliance courses are extensively indexed to allow participants to access specific pieces of knowledge in just one or two clicks.

Each course is carefully broken down in to a series of short lectures, which illustrate key concepts, best practices and step-by-step tutorials. Lectures are coupled with assessment questions to certify real knowledge transfer. These trainings are available anytime, anywhere on any device.



We position organizations to unlock the productivity gains of social media communications, while minimizing social media risk by protecting individuals from misrepresenting their employers or violating the law.

All courses feature expert-led, broadcast quality live-action training to certify personnel ineffective, responsible, lawful social media usage. Courseware is developed based upon popular, professional seminars that have been attended by 1000s of executives from organizations all over the world including Boeing, City National Bank, Edison International, Johnson & Johnson, Pepsi, New Zealand Trade and Enterprise, Toyota, UCLA, the US Dept. of State, the United States Marine Corps, Victoria's Secret and many others.

We help employers manage the risks and capitalize on the opportunities associated with social media in the workplace through cloud-based social media training courseware that provide employees with the guidance they need to do their jobs effectively in the network age.

Technical Specifications

Our courseware has been developed to deploy on our central hosted platform as well as be installed on a corporate learning management system behind the corporate firewall. Utilizing industry standard SCORM 1.2 or AICC tracking mechanisms, courses can be tracked and scored on the widest number of human resources information systems and learning management systems. Video standards used in the courses include .MP4 and WebM, which play in all modern browsers.



Certification


Upon certification, our courseware is capable of generating a digital report card (SCORM) that can be transferred to the client's talent management system allowing the client to maintain a record of who has been trained in what, in the event of a dispute or investigation.

Upon successful completion, we produce a certificate of achievement that can be sent via email to the participant.


Employee access to social media on company computers can be contingent on certification and monthly utilization reports can be generated and distributed as PDFs to clients via email.

Self-Paced Courseware Library


Social Media Compliance

	<table border="1"><thead><tr><th>Lesson</th><th>Runtime</th></tr></thead><tbody><tr><td>Overview</td><td>2:48</td></tr><tr><td>Introduction</td><td>1:59</td></tr><tr><td>Personal vs. Company Accounts</td><td>2:22</td></tr><tr><td>No Free Speech at Work</td><td>3:05</td></tr><tr><td>Confidentiality</td><td>2:14</td></tr><tr><td>Public vs. Private Information</td><td>3:00</td></tr><tr><td>Computer Fraud & Abuse Act</td><td>1:24</td></tr><tr><td>Wages, Hours & Work</td><td>2:40</td></tr><tr><td>On Duty vs. Off Duty Conduct</td><td>1:11</td></tr><tr><td>Your Right to Privacy at Work</td><td>3:17</td></tr><tr><td>Physical Safety and Mobile Security</td><td>4:18</td></tr><tr><td>Safety and Security of Data</td><td>3:04</td></tr><tr><td>Copyright and Intellectual Property</td><td>4:13</td></tr><tr><td>Who is Responsible?</td><td>5:29</td></tr><tr><td>Conclusion</td><td>0:54</td></tr><tr><td>Total Runtime</td><td>41:58</td></tr></tbody></table>	Lesson	Runtime	Overview	2:48	Introduction	1:59	Personal vs. Company Accounts	2:22	No Free Speech at Work	3:05	Confidentiality	2:14	Public vs. Private Information	3:00	Computer Fraud & Abuse Act	1:24	Wages, Hours & Work	2:40	On Duty vs. Off Duty Conduct	1:11	Your Right to Privacy at Work	3:17	Physical Safety and Mobile Security	4:18	Safety and Security of Data	3:04	Copyright and Intellectual Property	4:13	Who is Responsible?	5:29	Conclusion	0:54	Total Runtime	41:58
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<p>Certify employees to minimize social media risk in this overview of how to use social media safely and securely.</p> <p>Preview this Course</p>																																			


Social Media Disclosure

 <p>Social Media Disclosure</p> <p>TRUTH INTEGRITY</p> <p>COMPLY SOCIALLY</p> <p>Certify employees to comply with the Federal Trade Commission's Dotcom Disclosure Guidelines.</p> <p>Preview this Course</p>	<table border="1"> <thead> <tr> <th>Lesson</th> <th>Runtime</th> </tr> </thead> <tbody> <tr> <td>Overview</td> <td>2:21</td> </tr> <tr> <td>Introduction</td> <td>1:59</td> </tr> <tr> <td>Personal vs. Branded Profiles</td> <td>1:13</td> </tr> <tr> <td>Duty to Disclose</td> <td>3:31</td> </tr> <tr> <td>How to Disclose</td> <td>4:00</td> </tr> <tr> <td>Disclosing on Different Networks</td> <td>5:59</td> </tr> <tr> <td>Disclosing Sponsorships</td> <td>2:36</td> </tr> <tr> <td>Penalties for Concealment</td> <td>1:05</td> </tr> <tr> <td>General Considerations</td> <td>2:04</td> </tr> <tr> <td>COPPA</td> <td>3:54</td> </tr> <tr> <td>Outro</td> <td>0:54</td> </tr> <tr> <td>Total Runtime</td> <td>29:36</td> </tr> </tbody> </table>	Lesson	Runtime	Overview	2:21	Introduction	1:59	Personal vs. Branded Profiles	1:13	Duty to Disclose	3:31	How to Disclose	4:00	Disclosing on Different Networks	5:59	Disclosing Sponsorships	2:36	Penalties for Concealment	1:05	General Considerations	2:04	COPPA	3:54	Outro	0:54	Total Runtime	29:36
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Social Media Ethics

 <p>Social Media Ethics Training</p> <p>good bad</p> <p>COMPLY SOCIALLY</p> <p>Certify employees and professionals to use social media ethically in the workplace. Covers discrimination, harassment, defamation, National Labor Relations Act, confidentiality and more.</p> <p>Preview this Course</p>	<table border="1"> <thead> <tr> <th>Lesson</th> <th>Runtime</th> </tr> </thead> <tbody> <tr> <td>Overview</td> <td>2:29</td> </tr> <tr> <td>Introduction</td> <td>1:59</td> </tr> <tr> <td>Social Media is Different</td> <td>1:59</td> </tr> <tr> <td>Agency Law</td> <td>2:28</td> </tr> <tr> <td>NLRA</td> <td>2:24</td> </tr> <tr> <td>Netiquette</td> <td>3:05</td> </tr> <tr> <td>Public vs. Private</td> <td>5:18</td> </tr> <tr> <td>Defamation</td> <td>6:49</td> </tr> <tr> <td>Discrimination & Harassment</td> <td>3:47</td> </tr> <tr> <td>Confidential Sources</td> <td>1:32</td> </tr> <tr> <td>Wrap Up</td> <td>0:54</td> </tr> <tr> <td>Total Runtime</td> <td>32:44</td> </tr> </tbody> </table>	Lesson	Runtime	Overview	2:29	Introduction	1:59	Social Media is Different	1:59	Agency Law	2:28	NLRA	2:24	Netiquette	3:05	Public vs. Private	5:18	Defamation	6:49	Discrimination & Harassment	3:47	Confidential Sources	1:32	Wrap Up	0:54	Total Runtime	32:44
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Social Media Privacy Awareness

 <p>This course certifies that employees are aware of their privacy rights when they use social media for work-related activities or when they access the web via company owned or sponsored devices or networks.</p> <p>Preview this Course</p>	<table border="1"> <thead> <tr> <th>Lesson</th> <th>Runtime</th> </tr> </thead> <tbody> <tr><td>Overview</td><td>2:30</td></tr> <tr><td>Introduction</td><td>1:59</td></tr> <tr><td>Privacy at Work</td><td>3:49</td></tr> <tr><td>Common Law Privacy</td><td>3:06</td></tr> <tr><td>Intrusion of Privacy</td><td>3:02</td></tr> <tr><td>Reasonable Expectations</td><td>3:14</td></tr> <tr><td>Invasion of Privacy</td><td>3:15</td></tr> <tr><td>Account Ownership</td><td>2:30</td></tr> <tr><td>Employer Liability</td><td>4:26</td></tr> <tr><td>Protecting Reputation</td><td>2:30</td></tr> <tr><td>Wrap Up</td><td>0:54</td></tr> <tr> <td>Total Runtime</td> <td>31:15</td> </tr> </tbody> </table>	Lesson	Runtime	Overview	2:30	Introduction	1:59	Privacy at Work	3:49	Common Law Privacy	3:06	Intrusion of Privacy	3:02	Reasonable Expectations	3:14	Invasion of Privacy	3:15	Account Ownership	2:30	Employer Liability	4:26	Protecting Reputation	2:30	Wrap Up	0:54	Total Runtime	31:15
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Social Media for Managers

 <p>Ensure managers understand where to draw the lines between what they are allowed to listen to, monitor and ask, and what's off-limits and protected by privacy laws.</p> <p>Preview this Course</p>	<table border="1"> <thead> <tr> <th>Lesson</th> <th>Runtime</th> </tr> </thead> <tbody> <tr><td>Overview</td><td>3:03</td></tr> <tr><td>Introduction</td><td>1:59</td></tr> <tr><td>Common Law Privacy</td><td>3:27</td></tr> <tr><td>Employer Monitoring</td><td>4:35</td></tr> <tr><td>Monitoring Employee Profiles</td><td>3:45</td></tr> <tr><td>Monitoring PC & Smartphones</td><td>3:19</td></tr> <tr><td>Job Application Screening</td><td>3:30</td></tr> <tr><td>Employer Investigations</td><td>3:45</td></tr> <tr><td>Social Media Privacy Laws</td><td>0:50</td></tr> <tr><td>Case Study: Password Protection Law</td><td>2:28</td></tr> <tr><td>Employer Liability Review</td><td>3:09</td></tr> <tr><td>Conclusion</td><td>2:59</td></tr> <tr><td>Closing Statement</td><td>0:54</td></tr> <tr> <td>Total Runtime</td> <td>37:43</td> </tr> </tbody> </table>	Lesson	Runtime	Overview	3:03	Introduction	1:59	Common Law Privacy	3:27	Employer Monitoring	4:35	Monitoring Employee Profiles	3:45	Monitoring PC & Smartphones	3:19	Job Application Screening	3:30	Employer Investigations	3:45	Social Media Privacy Laws	0:50	Case Study: Password Protection Law	2:28	Employer Liability Review	3:09	Conclusion	2:59	Closing Statement	0:54	Total Runtime	37:43
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<p>Before you or your employees infringe on the rights of a litigious intellectual property owner, learn how to protect your employer's trade secrets, copyrights, trademarks and patents, and how respect the intellectual property rights of others.</p> <p>Preview this Course</p>																																			


Social Media Security Awareness

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Social Media Mobile Security Awareness

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Social Media for Financial Services

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<p>Originate new accounts, see 'money in motion' events as they transpire and build stronger relationships with your clients. Covers SEC & FINRA social media rules and regs, professional social media etiquette, engaging with third-parties and rules concerning online advertising vs. online public appearances</p>	<p>Preview this Course</p>																																

Social Media for Health Care

	<table border="1"> <thead> <tr> <th>Lesson</th> <th>Runtime</th> </tr> </thead> <tbody> <tr><td>Intro Lecture</td><td>1:39</td></tr> <tr><td>Disclaimer</td><td>2:16</td></tr> <tr><td>Business Case: Why Use Social Media?</td><td>2:23</td></tr> <tr><td>Official v. Personal Social Media</td><td>2:23</td></tr> <tr><td>The HIPAA Privacy Rule: Overview</td><td>3:44</td></tr> <tr><td>Who Does HIPAA Impact?</td><td>3:47</td></tr> <tr><td>What Is Covered Under HIPAA?</td><td>2:19</td></tr> <tr><td>Permitted v. Authorizes Uses</td><td>3:56</td></tr> <tr><td>Limiting Uses & Notice to Patient</td><td>2:54</td></tr> <tr><td>Patients/Clients and Social Media</td><td>3:06</td></tr> <tr><td>The HIPAA Security Rule</td><td>4:02</td></tr> <tr><td>Risk Management Escalation Procedure</td><td>1:57</td></tr> <tr> <td>Total Runtime</td> <td>35:32</td> </tr> </tbody> </table>	Lesson	Runtime	Intro Lecture	1:39	Disclaimer	2:16	Business Case: Why Use Social Media?	2:23	Official v. Personal Social Media	2:23	The HIPAA Privacy Rule: Overview	3:44	Who Does HIPAA Impact?	3:47	What Is Covered Under HIPAA?	2:19	Permitted v. Authorizes Uses	3:56	Limiting Uses & Notice to Patient	2:54	Patients/Clients and Social Media	3:06	The HIPAA Security Rule	4:02	Risk Management Escalation Procedure	1:57	Total Runtime	35:32
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<p>Social Media for Health Care Providers is a comprehensive, self-paced social media training course for individual and group health plans, health care clearinghouses and other health care providers who transmits health information electronically.</p> <p style="text-align: center;">Preview this Course</p>																													


Twitter for Business - Beginning

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<p>Learn how to use Twitter for Business in this beginning social media training packed with case studies, best practices, training videos and user tutorials.</p> <p style="text-align: center;">Preview this Course</p>																															


Twitter for Business - Intermediate

 <p>Learn how to use Twitter for Business in this intermediate social media training packed with case studies, best practices, training videos and user tutorials.</p> <p style="text-align: center;">Preview this Course</p>	<table border="1"> <thead> <tr> <th>Lesson</th> <th>Runtime</th> </tr> </thead> <tbody> <tr> <td>Introduction</td> <td>1:59</td> </tr> <tr> <td>Favorites</td> <td>2:23</td> </tr> <tr> <td>Followers & Following</td> <td>5:04</td> </tr> <tr> <td>Finding Twitter Users</td> <td>6:21</td> </tr> <tr> <td># Discover</td> <td>2:10</td> </tr> <tr> <td>Link Shorteners</td> <td>7:07</td> </tr> <tr> <td>Twitter Search (Advanced Search)</td> <td>4:14</td> </tr> <tr> <td>What to Tweet About</td> <td>4:06</td> </tr> <tr> <td>When to Tweet</td> <td>2:14</td> </tr> <tr> <td>Getting Retweeted</td> <td>3:18</td> </tr> <tr> <td>Branded vs. Personal Accounts</td> <td>4:42</td> </tr> <tr> <td>Personal vs. Professional Tweets</td> <td>4:25</td> </tr> <tr> <td>Conclusion</td> <td>0:54</td> </tr> <tr> <td>Total Runtime</td> <td>46:52</td> </tr> </tbody> </table>	Lesson	Runtime	Introduction	1:59	Favorites	2:23	Followers & Following	5:04	Finding Twitter Users	6:21	# Discover	2:10	Link Shorteners	7:07	Twitter Search (Advanced Search)	4:14	What to Tweet About	4:06	When to Tweet	2:14	Getting Retweeted	3:18	Branded vs. Personal Accounts	4:42	Personal vs. Professional Tweets	4:25	Conclusion	0:54	Total Runtime	46:52
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Twitter for Business - Advanced

 <p>Learn how to use Twitter for Business in this advanced social media training packed with case studies, best practices, training videos and user tutorials.</p> <p style="text-align: center;">Preview this Course</p>	<table border="1"> <thead> <tr> <th>Lesson</th> <th>Runtime</th> </tr> </thead> <tbody> <tr> <td>Introduction</td> <td>1:59</td> </tr> <tr> <td>Installing Tweet Buttons</td> <td>4:54</td> </tr> <tr> <td>Installing Follow Buttons</td> <td>5:11</td> </tr> <tr> <td>Installing a Faves Widget</td> <td>7:42</td> </tr> <tr> <td>Hootsuite & Klout</td> <td>17:43</td> </tr> <tr> <td>Twitter Mobile App</td> <td>8:11</td> </tr> <tr> <td>Tweeting Images via Instagram</td> <td>5:24</td> </tr> <tr> <td>Foursquare</td> <td>8:28</td> </tr> <tr> <td>Auto Tweets</td> <td>3:07</td> </tr> <tr> <td>Case Study: Palms Casino</td> <td>4:11</td> </tr> <tr> <td>Case Study: Whirlpool Crisis</td> <td>2:32</td> </tr> <tr> <td>Conclusion</td> <td>0:54</td> </tr> <tr> <td>Total Runtime</td> <td>1:10:16</td> </tr> </tbody> </table>	Lesson	Runtime	Introduction	1:59	Installing Tweet Buttons	4:54	Installing Follow Buttons	5:11	Installing a Faves Widget	7:42	Hootsuite & Klout	17:43	Twitter Mobile App	8:11	Tweeting Images via Instagram	5:24	Foursquare	8:28	Auto Tweets	3:07	Case Study: Palms Casino	4:11	Case Study: Whirlpool Crisis	2:32	Conclusion	0:54	Total Runtime	1:10:16
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LinkedIn for Business Development

	Lesson	Runtime
<p>LinkedIn Training includes demos on how to build stronger relationships, develop new business and generate leads. Leverage the world's largest online professional network with hundreds of millions of members worldwide.</p> <p style="text-align: center;"><u>Preview this Course</u></p>	Overview	2:00
	Housekeeping	1:52
	Basic Tour	9:03
	Profiles	1:09
	Vanity URLs	2:01
	View Visitors	2:02
	View Contacts	3:44
	Connections	4:27
	Messaging	11:26
	Email	3:28
	Profile Badges	2:59
	Badge Embed Tutorial	2:07
	Groups	8:59
	Networking in Groups	3:34
	Connecting	2:31
	Scaling Your Network	3:35
	Pulse	4:17
	Embedding Share Buttons	4:40
	LinkedIn/Twitter Integration	1:59
	Sign-In with Profile Buttons	2:26
Mobile App	7:50	
Case Study: SAP	11:42	
B2B Social Networking Strategy	7:47	
Supplemental Resources	1:43	
LinkedIn ROI	2:34	
Conclusion	1:30	
Total Runtime	1:38:28	

Facebook for Business

	Lesson	Runtime
<p>Learn how the world's top brands use Facebook to drive traffic, generate leads, gain valuable insights about their customers and increase online conversions via the social web in this Facebook training course.</p> <p style="text-align: center;">Preview this Course</p>	Overview	2:50
	Housekeeping	2:06
	Facebook Statistics	3:10
	Facebook Profiles	5:55
	Privacy Settings	2:39
	Profile Badges	1:28
	Vanity URLs	1:23
	Memorial Pages	2:26
	Facebook Search	5:08
	Why & How Businesses Facebook	6:32
	Covers, Compliance and Cute	4:44
	Edgerank	4:09
	Public Figure Pages	2:19
	Managing Page Timelines	8:09
	Using Timeline Effectively	2:03
	Most Engaging Status Updates	6:19
	Promotions	2:11
	Sharing Videos & Photos	4:59
	Sharing Positive Posts	1:31
	Tagging Status Updates	6:26
Like Buttons with Facea	2:44	
Embedding Like Buttons	9:30	
Facebook Links	1:13	
Pin, Hide and Remove Posts from Pages	2:15	
Facebook App & Pages Manager	8:54	
Greenpeace Brandjacks Nestle	9:48	
Instagram	4:34	
Google +	10:37	
Pinterest	5:12	
Conclusion	0:41	
Supplemental Resources	1:59	
Total Runtime	2:21:39	

Social Media Management

	Lesson	Runtime
<p>27 videos on social media management, reputation management & online brand management. Whether you're a new social media manager, an executive or an entry-level employee, this online course includes everything you need to know to come up to speed on social media management strategy and tactics. Update your professional skills for today's digital job market. Learn social media management anytime, anywhere on any device.</p>	<p>Overview 1:51 Housekeeping 1:21 Social Business 16:34 Realistic Objectives 2:25 Value Proposition 2:17 Business Case 3:22 Control vs. Credibility 3:10 Engagement 6:05 For the Enterprise 5:39 Disruptive Impact 4:03 Impact of Reputation 8:28 Strategy and Tactics 6:13 Launch a Blog 7:12 Google Analytics 8:13 Measure RSS 10:11 Embed Photos 8:23 Embed PowerPoints 4:49 Custom Newsfeeds 7:02 Audio via Mobile 9:45 Video via Mobile 6:26 Like Buttons with Facea 2:44 Embedding Like Buttons 9:30 Facebook Links 1:13 Pin, Hide and Remove Posts from Pages 2:15 Facebook App & Pages Manager 8:54 Greenpeace Brandjacks Nestle 9:48 Instagram 4:34 Google + 10:37 Pinterest 5:12 Conclusion 0:41 Supplemental Resources 1:59</p>	
<p style="text-align: center;">Preview this Course</p>	<p>Total Runtime 2:21:39</p>	

Search Engine Optimization


	Lesson	Runtime
 <p>People search Google when they're ready to buy. Stop spending all your time looking for customers and start helping customers find you online by applying the merits of Google SEO when you publish anything online.</p> <p>Preview this Course</p>	Overview	1:51
	Housekeeping	1:21
	Agenda	16:34
	Business Case for SEO	2:25
	Organic vs. Referral Traffic	2:17
	Vocabulary of SEO	5:01
	Unbranded Keywords	1:17
	Impact of Research on Reputation	6:21
	SEO Tactics and Most Searched Phrases	4:10
	White Hat vs. Black Hat SEO	2:41
	Ethics	3:35
	Citation Indexing	10:19
	Anchor Links	13:08
	Meta data	8:27
	Dynamic and Generic Meta Data	4:50
	Keyword Discovery	4:54
	Keyword Modifiers	2:02
	Meta Data Analysis of Top Ranking Sites	6:28
	Adwords Tool	5:58
	Keyword Validation	9:55
Analyzing Inbound Links & Anchor Text	6:54	
Mobile SEO	7:53	
Writing for Search	5:00	
Long Tail SEO	3:07	
SEO for Public Companies	6:01	
Next Steps	0:53	
Case Study: AARP	10:40	
Case Study Southwest Airlines	2:02	
Total Runtime	2:23:12	

Blogging for Business

	Lesson	Runtime
<p>Get a strategic introduction to blogging on behalf of an organization or business as well as step-by-step, hands-on demos of how to launch and update Blogger, Tumblr and WordPress blogs. Plus, you'll learn online newsroom design, development and management best practices through case studies on the UCLA, Toyota, Virginia Tech and Cisco online newsrooms.</p>	Overview	2:03
	Housekeeping	1:04
	Business Benefits of Blogs	4:46
	Blog as Conversation Platform	2:53
	Blogging Strategy	2:47
	Anatomy of a Blog	13:07
	User Generated Content	3:30
	Managing Risks	2:25
	Selecting a Blogging Platform	1:59
	Hands-On Demo: Blogger	11:03
	Hands-On Demo: WordPress	12:33
	Hands-On Demo: Tumblr	8:35
	Case Study: Monsanto	5:44
	Case Study: Walmart	1:50
	Case Study: CES	5:56
	Case Study: B2B Blogging	8:23
	Corporate Online Newsrooms	3:01
	Case Study: Toyota	3:23
	Case Study: Virginia Tech	4:21
	Case Study: Cisco	22:22
	Blogger Relations	6:06
	Back Channel Alignment	5:27
	Blog Hosting	3:23
	Follow Up Resources	1:06
	Total Runtime	2:28:44


[Preview this Course](#)

Social Media Monitoring

	Lesson	Runtime
<p>Monitor Facebook, Twitter, LinkedIn, YouTube, Craigslist, Blogs, Forums and News using free and premium social media monitoring tools and services.</p>	Overview	2:33
	Keyword Filtering	2:37
	Boolean Filtering	2:18
	Research Conversations	4:56
	Google Related Search & Trends	3:07
	Keyword Modifiers	2:36
	Monitoring With RSS	4:19
	Social Media Monitoring Platforms	3:08
	Feedly: Launch an Account and Monitor News	6:14
	Feedly: Monitor Blogs, Podcasts and Topics	9:20
	Feedly: Tweaking the Look and Feel	6:29
	Feedly: Sharing to Social Networks	5:24
	Feedly: Follow Buttons	4:23
	Feedly: Mobile App	5:55
	Netvibes: Account Set-Up	5:33
	Netvibes: Adjusting the Look of Tabs and Widgets	4:32
	Netvibes: Adding Widgets to Blank Tabs	5:39
	Netvibes: Category Widgets and RSS Feeds	3:09
	Netvibes: Sharing to Social Networks	6:43
	Netvibes: Mobile Web Access	5:01
	Netvibes Premium: Analytics	9:07
	Netvibes Premium: Importing and Comparing Data	6:08
	Netvibes Premium: Custom Dashboards	6:47
	Recorded Future: Intro to Predictive Analytics	6:25
	Recorded Future: Analyzing Regional Risks	6:56
	Recorded Future: Accessing Shared Visualizations	6:12
	Recorded Future: Annotating and Sharing Reports	9:37
	Radian6: Topic Profiles	8:16
	Radian6: Finding Conversations and Influencers	5:41
	Radian6: Third-Party Filters	1:12
	Radian6: Engagement Console	2:40
	Radian6: Mobile App	4:06
	Traackr: Engineering Tipping Points	5:45
	Traackr: Finding, Following and Engaging	6:45

	Influencers	
	Traackr: Custom Influencers List	8:52
	Traackr: Analysis and Reporting	6:08
	Total Runtime	1:38:28

Social Media For Events


 <p>This comprehensive course covers social media event marketing via websites, email, search engine optimization, blogs, Foursquare, Facebook, LinkedIn, Twitter, YouTube, Flickr, SlideShare and Mobile Apps.</p> <p>Preview this Course</p>	Lesson	Runtime
	Overview	2:28
	Find Influencers to Engage in Real Time	1:30
	Event Marketing Website Best Practices	2:20
	Event Marketing Webpage Design	4:14
	Event Marketing via Social Sync	3:03
	Event Marketing via Email	2:20
	Event Marketing on Google	2:35
	Event Marketing via Live Blogging	2:57
	Event Marketing on Foursquare	2:16
	Event Marketing via Audio and Video	4:00
	Event Marketing on iTunes	6:12
	Event Marketing via Search	3:35
	Event Marketing on Facebook	2:44
	Event Marketing on LinkedIn	4:14
	Event Marketing with Hashtags	5:20
	Event Marketing on Twitter	1:30
	Event Marketing on YouTube	5:10
	Event Marketing on Flickr	3:07
	Event Marketing on SlideShare	3:31
	Event Marketing with QR Codes	3:13
	Event Marketing via Mobile Apps	5:20
	Case Study: Podcasts at Trade Shows	9:20
	Case Study: Social Sync at Conferences	1:42

	Case Study: Podcasts at Symposiums	2:01
	ROI of Social Media for Events	3:49
	Follow Up Resources	1:54
	Total Runtime	1:14:28

Selling Social Media Marketing Services

 <p>Selling Social Media Training</p> <p>COMPLY SOCIALLY</p>	<table border="1"> <thead> <tr> <th>Lesson</th> <th>Runtime</th> </tr> </thead> <tbody> <tr> <td>Overview</td> <td>3:42</td> </tr> <tr> <td>Introduction</td> <td>7:42</td> </tr> <tr> <td>Selling Assets vs. Expenses</td> <td>1:19</td> </tr> <tr> <td>Selling to Prospective Clients</td> <td>3:28</td> </tr> <tr> <td>Selling to the CFO</td> <td>3:22</td> </tr> <tr> <td>Selling to Skeptics</td> <td>4:27</td> </tr> <tr> <td>Selling to B2B Marketers</td> <td>2:22</td> </tr> <tr> <td>Selling with SEO Analysis</td> <td>4:01</td> </tr> <tr> <td>Building the Business Case for SEO</td> <td>13:12</td> </tr> <tr> <td>Social as a Performance Enhancer</td> <td>2:23</td> </tr> <tr> <td>Revealing Buyer Activity</td> <td>4:05</td> </tr> <tr> <td>Collecting Buyer Activity</td> <td>10:57</td> </tr> <tr> <td>Finding Internal Champions</td> <td>3:46</td> </tr> <tr> <td>Prospecting with Mobile Devices</td> <td>5:53</td> </tr> <tr> <td>Assembling Buyer Activity</td> <td>3:09</td> </tr> <tr> <td>Tailoring the Pitch</td> <td>4:18</td> </tr> <tr> <td>Follow Up Resources</td> <td>1:29</td> </tr> <tr> <td>Total Runtime</td> <td>1:19:35</td> </tr> </tbody> </table>	Lesson	Runtime	Overview	3:42	Introduction	7:42	Selling Assets vs. Expenses	1:19	Selling to Prospective Clients	3:28	Selling to the CFO	3:22	Selling to Skeptics	4:27	Selling to B2B Marketers	2:22	Selling with SEO Analysis	4:01	Building the Business Case for SEO	13:12	Social as a Performance Enhancer	2:23	Revealing Buyer Activity	4:05	Collecting Buyer Activity	10:57	Finding Internal Champions	3:46	Prospecting with Mobile Devices	5:53	Assembling Buyer Activity	3:09	Tailoring the Pitch	4:18	Follow Up Resources	1:29	Total Runtime	1:19:35
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<p>Learn social media selling points that resonate with even the most disengaged, technophobic digital immigrants. Leverage a decade of successful social selling experience to clients all over the world including Boeing, City National Bank, Edison International, Johnson & Johnson, Toyota, UCLA, US Dept. of Defense, US Dept. of State as well as dozens of other small and medium sized businesses.</p> <p>Preview this Course</p>																																							

Social Media Policy Development

 <p>Drafting Social Media Policies</p> <p>COMPLY SOCIALLY</p>	Lesson	Runtime
<p>Learn how to draft a fair, responsible social networking policy that encourages personnel to share the organization’s news and information online. Provide employees with clear-cut, easy-to-follow social media guidelines to help them distinguish between what they can and can’t share on social networks.</p> <p style="text-align: center;"><u>Preview this Course</u></p>	Overview	2:33
	Agenda	2:37
	Business Case for Social Media Policy	2:18
	Scalability & Discoverability	4:56
	Updating Existing Policies	3:07
	Building a Stakeholder Coalition	2:36
	Risks and Opportunities	4:19
	Circulating Drafts for Review	3:08
	Ambiguity	6:14
	Clarity	9:20
	Anatomy of a Social Media Policy	6:29
	Policy Statement	5:24
	Policy Objectives	4:23
	Guiding Principles	5:55
	Disclosure & Transparency	5:33
	Contractors & Agencies	4:32
	Disclaimers	5:39
	Compensation & Incentives	3:09
	Respectfulness & Diplomacy	6:43
	Trade Secrets	5:01
Security	9:07	
During Emergencies	6:08	
Legal Matters	6:47	
Case Study: US Dept. of Defense	6:25	
Enforcement	1:16	
Instituting Values	0:54	
Multiple Policies	1:06	
Policy Training	1:19	
Follow Up Resources	1:57	