



Syllabus: Social media evolution in sports



Social Media has become a major force in the Sports Industry. Athletes, Clubs, Leagues and Federations using official profiles to distribute their message to fan communities around the world. Social Media Platforms, such as Facebook, Instagram, Twitter and YouTube are often the first choices for updates, news and entertainment across all sports.

This Certification Course is uniquely designed and fully dedicated for the sports industry profession, who would like to impact and evolve the fan and user experience. The course will provide you with all the basics of the evolution, to gain the full knowledge and understanding of its strategic value, enable you to build your own social media strategy, determines platform roles, features and functionalities and responsibilities. The course equips you with relevant insights into monitoring skills, sports organisational workflow and process management. The pragmatic, hands-on course concludes with social media marketing, monetisation and key performance benchmarking and is a state of the art, fully designed for the participants to enhance its experience and mindset in Social Media Management by concluding this course program.

SYLLABUS

☰ Objectives

≡ Skills

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≡ Module 0

≡ Module 1. How did social media reach this relevance in sports?

≡ Module 2. Which platforms have been around?

≡ Module 3. Information to infotainment to entertainment. The content evolution

≡ Module 4. From athlete to clubs, leagues and federations. The organizational impact of social media

Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

General objective

Uniquely designed Social Media in Sports Course, bundling basic theory with comprehensive pragmatical knowledge and insights to allow yourself to build a Social Media Strategy and execute successfully!

Specific objectives

- 1 Understand the Social Media Evolution in Sports
- 2 Develop Short term Goals and long term Objectives
- 3 Monitoring & Data are key to your success
- 4 Learn how Social Media Marketing benefits entire organisation

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Skills

The skills we hope you will develop throughout this course are:

General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

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Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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Module 0

CONTINUE

Module 1. How did social media reach this relevance in sports?

CONTINUE

Module 2. Which platforms have been around?

CONTINUE

Module 3. Information to infotainment to entertainment. The content evolution

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Module 4. From athlete to clubs, leagues and federations. The organizational impact of social media
