

Syllabus. Social media monitoring



SYLLABUS

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- ☰ Module 2. How does data enable your strategy, workflow and efficiency?
- ☰ Module 3. Negative impact and crisis. How will monitoring benefit?
- ☰ Module 4. Sponsorship monitoring. Deliver insights and reports to external partners

Justification

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 to the sports industry profession, which 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, determine platform roles, features, 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, monetization, and key performance benchmarking. It is a state-of-the-art course, fully designed for the participants to enhance their experience and mindset in social media management by concluding this course program.

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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

This is a uniquely designed social-media-in-sports course that bundles 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 Understand why monitoring and data are key to your success
- 4 Learn how social media marketing benefits an entire organisation

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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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CONTINUE

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CONTINUE

Module 3. Negative impact and crisis. How will monitoring benefit?

CONTINUE

Module 4. Sponsorship monitoring. Deliver insights and reports to external partners
