







Certificate in Advanced Social Media Marketing, Athens, Oct 2018








Social media accounts


Learn how to properly setup, claim, merge all different social media accounts

Date	Time	Location	Type	Lesson	Instructor
 Thursday 25 Oct 2018	17:00 (1h)	FACULTY LOUNGE	Networking	Social media management certificate attendants registration	Tolis Aivalis
 Thursday 25 Oct 2018	18:00 (1h)	6TH AUDITORIUM	Lecture	Certificate in advanced social media management welcome & overview	Tolis Aivalis
 Thursday 25 Oct 2018	19:00 (1h)	6TH AUDITORIUM	Lecture	Social media management compared to other digital marketing channels	Tolis Aivalis
 Thursday 25 Oct 2018	20:00 (1h)	6TH AUDITORIUM	Lecture	Social media accounts (setup, roles, settings)	Dimitris Dimitriadis
 Thursday 25 Oct 2018	20:00 (1h)	6TH AUDITORIUM	Lecture	Social media accounts advanced (claiming, merging, verification)	Dimitris Dimitriadis
 Friday 26 Oct 2018	18:00 (4h)	6TH AUDITORIUM	Personal exercise	Create, customize and fill in different social media accounts	Dimitris Dimitriadis

Social media posts






Learn how to build a community by creating & publishing great posts for social media & networks

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 31 Oct 2018	18:00 (2h)	6TH AUDITORIUM	Lecture	Copywriting essentials for great social media posts	Katerina Dimitrakopoulou
 Wednesday 31 Oct 2018	20:00 (1h)	6TH AUDITORIUM	Personal exercise	Copywriting in Greek	Katerina Dimitrakopoulou
 Wednesday 31 Oct 2018	21:00 (1h)	6TH AUDITORIUM	Personal exercise	Copywriting in English	Katerina Dimitrakopoulou
 Thursday 01 Nov 2018	18:00 (1h)	6TH AUDITORIUM	Lecture	Visual design fundamentals for social media (covers, images, graphics)	Vassiliki Kiriakidou
 Thursday 01 Nov 2018	19:00 (3h)	6TH AUDITORIUM	Platform demonstration	Creating content with Canva.com	Vassiliki Kiriakidou
 Friday 02 Nov 2018	18:00 (1h)	6TH AUDITORIUM	Lecture	Video production fundamentals for social media	Christos Megarchiotis
 Friday 02 Nov 2018	19:00 (3h)	6TH AUDITORIUM	Personal exercise	Creating video & animations with Lumen5 & Wave	Christos Megarchiotis

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 07 Nov 2018	18:00 (1h)	6TH AUDITORIUM	Lecture	Social media posts specifications (links, tagging, hastags, targeting)	Katerina Dimitrakopoulou
 Wednesday 07 Nov 2018	19:00 (2h)	6TH AUDITORIUM	Team exercise	Create different posts for social media	Katerina Dimitrakopoulou
 Wednesday 07 Nov 2018	21:00 (1h)	6TH AUDITORIUM	Teams presentations	Demonstrate your best social media posts	Katerina Dimitrakopoulou
 Thursday 08 Nov 2018	18:00 (1h)	6TH AUDITORIUM	Lecture	Forming a social media content strategy & calendar	Katerina Dimitrakopoulou
 Thursday 08 Nov 2018	19:00 (2h)	6TH AUDITORIUM	Team exercise	Create a content calendar	Katerina Dimitrakopoulou
 Thursday 08 Nov 2018	21:00 (1h)	6TH AUDITORIUM	Teams presentations	Present your content calendar	Katerina Dimitrakopoulou

Social media tools

Learn how to manage different social media & collaborate with your team by using mashup tools





Date	Time	Location	Type	Lesson	Instructor
 Wednesday 14 Nov 2018	18:00 (1h)	6TH AUDITORIUM	Platform demonstration	Buffer mashup tool	Yannis Elpidis
 Wednesday 14 Nov 2018	19:00 (1h)	6TH AUDITORIUM	Platform demonstration	Live tutorial: Hootsuite mashup online tool	Yannis Elpidis
 Wednesday 14 Nov 2018	20:00 (1h)	6TH AUDITORIUM	Platform demonstration	Agora Pulse mashup tool	Yannis Elpidis
 Wednesday 14 Nov 2018	21:00 (1h)	6TH AUDITORIUM		Tabsite contests tool	Yannis Elpidis
 Thursday 15 Nov 2018	18:00 (4h)	6TH AUDITORIUM	Team exercise	Use mashup tools to post on different social media properties	Yannis Elpidis

Social media advertising

Date	Time	Location	Type	Lesson	Instructor
 Friday 16 Nov 2018	18:00 (1h)	6TH AUDITORIUM	Lecture	Social media advertising options for Facebook, LinkedIn, Instagram, Twitter	Tolis Aivalis
 Friday 16 Nov 2018	19:00 (1h)	6TH AUDITORIUM	Platform demonstration	Facebook & Instagram advertising platform	Tolis Aivalis
 Friday 16 Nov 2018	20:00 (1h)	6TH AUDITORIUM	Platform demonstration	Twitter advertising platform	Tolis Aivalis
 Friday 16 Nov 2018	21:00 (1h)	6TH AUDITORIUM	Platform demonstration	LinkedIn advertising platform	Tolis Aivalis





Social media management

Learn how to grow your fans with engagement and manage responses or crisis on social media

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 21 Nov 2018	18:00 (1h)	6TH AUDITORIUM	Lecture	Respond & engage with social reactions (posts, comments, reviews, messages)	Panagiotis Papachatzis
 Wednesday 21 Nov 2018	19:00 (3h)	6TH AUDITORIUM	Team exercise	Exercise: Team 1: generate posts, questions. Team 2: monitor & respond to all reactions	Panagiotis Papachatzis
 Wednesday 28 Nov 2018	18:00 (1h)	6TH AUDITORIUM	Lecture	Manage complaints & crisis on your social media accounts	Panagiotis Papachatzis
 Wednesday 28 Nov 2018	19:00 (3h)	6TH AUDITORIUM	Team exercise	Exercise: Team 1: generate crisis scenarios. Team 2: monitor & manage crisis	Panagiotis Papachatzis



Social media services

Learn how to sell social media marketing services & do great client service

Date	Time	Location	Type	Lesson	Instructor
 Friday 30 Nov 2018	18:00 (1h)	6TH AUDITORIUM	Lecture	Selling social media marketing services to clients	Tolis Aivalis
 Friday 30 Nov 2018	19:00 (1h)	6TH AUDITORIUM	Lecture	Team simulation: pitch & sell your company & services to a client	Melina Politi
 Friday 30 Nov 2018	20:00 (1h)	6TH AUDITORIUM	Lecture	Managing social media clients, projects & reporting KPIs	Melina Politi
 Friday 30 Nov 2018	21:00 (1h)	6TH AUDITORIUM	Lecture	Certificate in advanced social media summary & epilogue	Tolis Aivalis

Social media certificate exams & graduation

Validate your knowledge with multiple choice comprehension test and graduate

Date	Time	Location	Type	Lesson	Instructor
 Friday 07 Dec 2018	18:00 (2h)	6TH AUDITORIUM	Exam	Multiple choice online comprehension test	Tolis Aivalis
 Friday 07 Dec 2018	20:00 (2.5h)	STUDENTS LOUNGE	Networking	Graduation & certificates	Tolis Aivalis