

# 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