

Certificate in Advanced Social Media Marketing, Thessaloniki, Oct 2018

Social media accounts

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

Date	Time	Location	Type	Lesson	Instructor
 Monday 15 Oct 2018	17:00 (1h)	CR 2- ROOM	Networking	Social media management certificate attendants registration	Tolis Aivalis
 Monday 15 Oct 2018	18:00 (1h)	CR 2- ROOM	Lecture	Certificate in advanced social media management welcome & overview	Tolis Aivalis
 Monday 15 Oct 2018	19:00 (1h)	CR 2- ROOM	Lecture	Social media management compared to other digital marketing channels	Tolis Aivalis
 Monday 15 Oct 2018	20:00 (1h)	CR 2- ROOM	Lecture	Social media accounts (setup, roles, settings)	Dimitris Dimitriadis
 Monday 15 Oct 2018	21:00 (1h)	CR 2- ROOM	Lecture	Social media accounts advanced (claiming, merging, verification)	Dimitris Dimitriadis
 Tuesday 16 Oct 2018	18:00 (4h)	CR 2- ROOM	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 17 Oct 2018	18:00 (2h)	CR 2- ROOM	Lecture	Copywriting essentials for great social media posts	Betty Kiriakidou
 Wednesday 17 Oct 2018	20:00 (1h)	CR 2- ROOM	Personal exercise	Copywriting in Greek	Betty Kiriakidou
 Wednesday 17 Oct 2018	21:00 (1h)	CR 2- ROOM	Personal exercise	Copywriting in English	Betty Kiriakidou
 Monday 22 Oct 2018	18:00 (2h)	CR 2- ROOM	Lecture	Visual design fundamentals for social media (covers, images, graphics)	Panos Voulgaris
 Monday 22 Oct 2018	20:00 (2h)	CR 2- ROOM	Platform demonstration	Creating content with Canva.com	Panos Voulgaris
 Tuesday 23 Oct 2018	18:00 (1h)	CR 2- ROOM	Lecture	Video production fundamentals for social media	Panos Voulgaris

Date	Time	Location	Type	Lesson	Instructor
 Tuesday 23 Oct 2018	19:00 (3h)	CR 2- ROOM	Personal exercise	Creating video & animations with Lumen5 & Wave	Panos Voulgaris
 Monday 29 Oct 2018	18:00 (1h)	CR 2- ROOM	Lecture	Social media posts specifications (links, tagging, hastags, targeting)	Katerina Dimitrakopoulou
 Monday 29 Oct 2018	19:00 (2h)	CR 2- ROOM	Team exercise	Create different posts for social media	Katerina Dimitrakopoulou
 Monday 29 Oct 2018	21:00 (1h)	CR 2- ROOM	Teams presentations	Demonstrate your best social media posts	Katerina Dimitrakopoulou
 Tuesday 30 Oct 2018	18:00 (1h)	CR 2- ROOM	Lecture	Forming a social media content strategy & calendar	Katerina Dimitrakopoulou
 Tuesday 30 Oct 2018	19:00 (2h)	CR 2- ROOM	Team exercise	Create a content calendar	Katerina Dimitrakopoulou
 Tuesday 30 Oct 2018	21:00 (1h)	CR 2- ROOM	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 31 Oct 2018	18:00 (1h)	CR 2- ROOM	Platform demonstration	Buffer mashup tool	Yannis Elpidis
 Wednesday 31 Oct 2018	19:00 (1h)	CR 2- ROOM	Platform demonstration	Live tutorial: Hootsuite mashup online tool	Yannis Elpidis
 Wednesday 31 Oct 2018	20:00 (1h)	CR 2- ROOM	Platform demonstration	Agora Pulse mashup tool	Yannis Elpidis
 Wednesday 31 Oct 2018	21:00 (1h)	CR 2- ROOM		Tabster contests tool	Yannis Elpidis
 Monday 05 Nov 2018	18:00 (4h)	CR 2- ROOM	Team exercise	Use mashup tools to post on different social media properties	Yannis Elpidis

Social media advertising

Date	Time	Location	Type	Lesson	Instructor
 Tuesday 06 Nov 2018	18:00 (1h)	CR 2- ROOM	Lecture	Social media advertising options for Facebook, LinkedIn, Instagram, Twitter	Tolis Aivalis
 Tuesday 06 Nov 2018	19:00 (1h)	CR 2- ROOM	Platform demonstration	Facebook & Instagram advertising platform	Tolis Aivalis
 Tuesday 06 Nov 2018	20:00 (1h)	CR 2- ROOM	Platform demonstration	Twitter advertising platform	Tolis Aivalis
 Tuesday 06 Nov 2018	21:00 (1h)	CR 2- ROOM	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
 Monday 12 Nov 2018	18:00 (1h)	CR 2- ROOM	Lecture	Respond & engage with social reactions (posts, comments, reviews, messages)	Panagiotis Papachatzis
 Monday 12 Nov 2018	19:00 (3h)	CR 2- ROOM	Team exercise	Exercise: Team 1: generate posts, questions. Team 2: monitor & respond to all reactions	Panagiotis Papachatzis
 Tuesday 13 Nov 2018	18:00 (1h)	CR 2- ROOM	Lecture	Manage complaints & crisis on your social media accounts	Panagiotis Papachatzis
 Tuesday 13 Nov 2018	19:00 (3h)	CR 2- ROOM	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
 Wednesday 14 Nov 2018	18:00 (1h)	No Location info available	Lecture	Selling social media marketing services to clients	Tolis Aivalis
 Wednesday 14 Nov 2018	19:00 (1h)	No Location info available	Lecture	Team simulation: pitch & sell your company & services to a client	Tolis Aivalis
 Wednesday 14 Nov 2018	20:00 (1h)	No Location info available	Lecture	Managing social media clients, projects & reporting KPIs	Tolis Aivalis
 Wednesday 14 Nov 2018	21:00 (1h)	No Location info available	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
 Monday 19 Nov 2018	18:00 (2h)	CR 3- ROOM	Exam	Multiple choice online comprehension test	Tolis Aivalis
 Monday 19 Nov 2018	20:00 (2h)	CAFETERIA	Networking	Graduation & certificates	Tolis Aivalis