

# Certificate in Advanced Social Media Marketing, Athens, Jun 2018

## Social media posts

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

| Date                                                                                                    | Time       | Location                   | Type                   | Lesson                                                                 | Instructor               |
|---------------------------------------------------------------------------------------------------------|------------|----------------------------|------------------------|------------------------------------------------------------------------|--------------------------|
|  Thursday 01 Jan 1970  | 02:00 ()   | No Location info available | Personal exercise      | Creating video & animations with Lumen5 & Wave                         | Tolis Aivalis            |
|  Wednesday 13 Jun 2018 | 18:00 (2h) | Auditorium                 | Lecture                | Copywriting essentials for great social media posts                    | Katerina Dimitrakopoulou |
|  Wednesday 13 Jun 2018 | 19:00 (1h) | Auditorium                 | Personal exercise      | Copywriting in Greek                                                   | Katerina Dimitrakopoulou |
|  Wednesday 13 Jun 2018 | 20:00 (1h) | Auditorium                 | Personal exercise      | Copywriting in English                                                 | Katerina Dimitrakopoulou |
|  Thursday 14 Jun 2018  | 18:00 (1h) | Auditorium                 | Lecture                | Visual design fundamentals for social media (covers, images, graphics) | Vassiliki Kiriakidou     |
|  Thursday 14 Jun 2018  | 19:00 (3h) | Auditorium                 | Platform demonstration | Creating content with Canva.com                                        | Vassiliki Kiriakidou     |
|  Wednesday 20 Jun 2018 | 18:00 (1h) | Auditorium                 | Lecture                | Video production fundamentals for social media                         | Tolis Aivalis            |
|  Wednesday 20 Jun 2018 | 19:00 (3h) | Auditorium                 | Personal exercise      | Creating video & animations with Lumen5 & Wave                         | Tolis Aivalis            |
|  Thursday 21 Jun 2018  | 18:00 (1h) | Auditorium                 | Lecture                | Social media posts specifications (links, tagging, hastags, targeting) | Katerina Dimitrakopoulou |
|  Thursday 21 Jun 2018  | 19:00 (2h) | Auditorium                 | Team exercise          | Create different posts for social media                                | Katerina Dimitrakopoulou |
|  Thursday 21 Jun 2018 | 21:00 (1h) | Auditorium                 | Teams presentations    | Demonstrate your best social media posts                               | Katerina Dimitrakopoulou |
|  Friday 22 Jun 2018  | 18:00 (1h) | Auditorium                 | Lecture                | Forming a social media content strategy & calendar                     | Katerina Dimitrakopoulou |
|  Friday 22 Jun 2018  | 19:00 (2h) | Auditorium                 | Team exercise          | Create a content calendar                                              | Katerina Dimitrakopoulou |
|  Friday 22 Jun 2018  | 21:00 (1h) | Auditorium                 | Teams presentations    | Present your content calendar                                          | Katerina Dimitrakopoulou |

## Social media accounts

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

| Date                                                                                                   | Time       | Location       | Type              | Lesson                                                               | Instructor           |
|--------------------------------------------------------------------------------------------------------|------------|----------------|-------------------|----------------------------------------------------------------------|----------------------|
|  Thursday 07 Jun 2018 | 17:00 (1h) | Faculty Lounge | Networking        | Social media management certificate attendants registration          | Tolis Aivalis        |
|  Thursday 07 Jun 2018 | 18:00 (1h) | Auditorium     | Lecture           | Certificate in advanced social media management welcome & overview   | Tolis Aivalis        |
|  Thursday 07 Jun 2018 | 19:00 (1h) | Auditorium     | Lecture           | Social media management compared to other digital marketing channels | Tolis Aivalis        |
|  Thursday 07 Jun 2018 | 20:00 (1h) | Auditorium     | Lecture           | Social media accounts (setup, roles, settings)                       | Dimitris Dimitriadis |
|  Thursday 07 Jun 2018 | 21:00 (1h) | Auditorium     | Lecture           | Social media accounts advanced (claiming, merging, verification)     | Dimitris Dimitriadis |
|  Friday 08 Jun 2018   | 18:00 (4h) | Auditorium     | Personal exercise | Create, customize and fill in different social media accounts        | Dimitris Dimitriadis |

## Social media advertising

| Date                                                                                                    | Time       | Location       | Type                   | Lesson                                                                      | Instructor    |
|---------------------------------------------------------------------------------------------------------|------------|----------------|------------------------|-----------------------------------------------------------------------------|---------------|
|  Wednesday 27 Jun 2018 | 18:00 (1h) | 6th Auditorium | Lecture                | Social media advertising options for Facebook, LinkedIn, Instagram, Twitter | Tolis Aivalis |
|  Wednesday 27 Jun 2018 | 19:00 (1h) | 6th Auditorium | Platform demonstration | Facebook & Instagram advertising platform                                   | Tolis Aivalis |
|  Wednesday 27 Jun 2018 | 20:00 (1h) | 6th Auditorium | Platform demonstration | Twitter advertising platform                                                | Tolis Aivalis |
|  Wednesday 27 Jun 2018 | 21:00 (1h) | 6th Auditorium | Platform demonstration | LinkedIn advertising platform                                               | Tolis Aivalis |

## Social media tools

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

| Date                                                                                                     | Time       | Location       | Type                   | Lesson                                                        | Instructor     |
|----------------------------------------------------------------------------------------------------------|------------|----------------|------------------------|---------------------------------------------------------------|----------------|
|  Thursday 28 Jun 2018 | 18:00 (1h) | Auditorium     | Platform demonstration | Buffer mashup tool                                            | Yannis Elpidis |
|  Thursday 28 Jun 2018 | 19:00 (1h) | Auditorium     | Platform demonstration | Live tutorial: Hootsuite mashup online tool                   | Yannis Elpidis |
|  Thursday 28 Jun 2018 | 20:00 (1h) | Auditorium     | Platform demonstration | Agora Pulse mashup tool                                       | Yannis Elpidis |
|  Thursday 28 Jun 2018 | 21:00 (1h) | Auditorium     |                        | Tabsite contests tool                                         | Yannis Elpidis |
|  Friday 29 Jun 2018   | 18:00 (4h) | 6th Auditorium | Team exercise          | Use mashup tools to post on different social media properties | Yannis Elpidis |

## 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             |
|---------------------------------------------------------------------------------------------------------|------------|------------|---------------|-----------------------------------------------------------------------------------------|------------------------|
|  Thursday 05 Jul 2018  | 18:00 (1h) | Auditorium | Lecture       | Respond & engage with social reactions (posts, comments, reviews, messages)             | Panagiotis Papachatzis |
|  Thursday 05 Jul 2018  | 19:00 (3h) | Auditorium | Team exercise | Exercise: Team 1: generate posts, questions. Team 2: monitor & respond to all reactions | Panagiotis Papachatzis |
|  Wednesday 11 Jul 2018 | 18:00 (1h) | AC001      | Lecture       | Manage complaints & crisis on your social media accounts                                | Panagiotis Papachatzis |
|  Wednesday 11 Jul 2018 | 19:00 (3h) | AC001      | 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    |
|--------------------------------------------------------------------------------------------------------|------------|------------|---------|-------------------------------------------------------------------|---------------|
|  Thursday 12 Jul 2018 | 18:00 (1h) | Auditorium | Lecture | Selling social media marketing services to clients                | Tolis Aivalis |
|  Thursday 12 Jul 2018 | 19:00 (1h) | Auditorium | Lecture | Team simulation: pitch & sell your company & services to a client | Tolis Aivalis |
|  Thursday 12 Jul 2018 | 20:00 (1h) | Auditorium | Lecture | Managing social media clients, projects & reporting KPIs          | Melina Politi |
|  Thursday 12 Jul 2018 | 21:00 (1h) | 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 13 Jul 2018 | 18:30 (2h)   | Auditorium | Exam       | Multiple choice online comprehension test | Tolis Aivalis |
|  Friday 13 Jul 2018 | 20:30 (1.5h) | Park       | Networking | Graduation & certificates                 | Tolis Aivalis |