



# केन्द्रीय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

**CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE**  
AN AUTONOMOUS INSTITUTION REGD. BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT. OF INDIA  
REGD. BY NCS-MINISTRY OF LABOUR AND EMPLOYMENT, GOVT. OF INDIA  
REGD. AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA  
An Autonomous Organization works for IT, HRD & Literacy

## Diploma In Social Marketing Management

### Description

Diploma in Social Marketing Management course equips you with critical content creation and management skills. You'll learn how to create effective social media posts and how to create a strong brand to help you build a social media presence. You'll also learn how to establish an ongoing process to manage your content. This includes setting up a content calendar, managing and moderating your posts, analyzing data for insights and iteration, and how to increase post effectiveness. You will end the course with real-world application of your skills through a content management project.

### Course Content

- Establish and manage a social media presence
- Create a Facebook business page and an Instagram account for business
- Understand how and why to create content for social media
- Create a brand, tone, and voice for a social media presence
- Manage a content calendar for your social media presence
- Evaluate the performance of your content on social media and to iterate and optimize the performance
- Create a content calendar for your social media presence
- Manage social media content using real world data

# CEITRC