

Taking Your Business to the Next Level with Social Media

Draft Course Descriptions | Marsha Ann Tate | July 14, 2021

An Introduction to Google Analytics

Google Analytics can provide valuable demographic and other insights into the visitors to your website. This course provides a hands-on introduction to Google Analytics and its basic features. It will also provide a brief overview of Google Analytics 4, the newest iteration of Google Analytics.

More Google for Your Business

Unlike the original Google Analytics which can only be used with websites, Google Analytics 4 can provide demographic and other insights into the visitors to websites, apps, or a combination of the two. This course will include an overview of Google Analytics 4 and will discuss how it differs from the traditional Google Analytics. It will also provide step-by-step instructions for setting Google Analytics 4 up on websites and apps.

Facebook Business Suite

Facebook offers numerous features designed specifically for business-related uses. This course will introduce these various free and fee-based features. It will also demonstrate how to use the Facebook Business Suite app which allows you to access your Facebook business features from a smartphone. In addition, you will learn how to use Facebook's analytical tools.

Using Instagram for Your Business

Although Instagram has traditionally focused upon sharing photos, the app has been expanding its features to embrace video content. This course will provide an overview of Instagram's current and upcoming features and will demonstrate how businesses can use these features to promote their products/services to new and existing customers.

Using Twitter for Your Business

Like Instagram, Twitter has been expanding its features to provide more flexibility for sharing multimedia content. This course will provide an overview of Twitter's current and upcoming features and will demonstrate how businesses can use these features to promote their products/services to new and existing customers.

Creating a YouTube Channel for Your Business

In this hands-on course, you will learn how to create a YouTube channel for your business and add your own original content or use pre-existing videos on your site. The course will also discuss how to make sure your channel complies with copyright and trademark laws as well as how to use YouTube's analytical features.