

Social Media for Business

3 Au Pair Credits | Online Course | Tuition: \$300 | [Register](#)

The university course, **Social Media for Business**, will prepare you for success in social media campaign management, audience engagement and content communications. We help you learn and apply English language skills to develop a brand and manage content for social media platforms. Au Pairs, international students, and the public are invited to enroll.



Course Description: Social networks such as Instagram, Twitter, TikTok, Snapchat, YouTube and LinkedIn have become popular platforms for brands and people to connect and communicate directly with one another. In business, these platforms are essential to selling products and services and reaching customers. Students will learn about various networks, apps, and marketing and branding techniques to create a dynamic communications plan for digital platforms in the United States.

Course Objectives:

- To plan goals and objectives for a social media campaign
- To manage a corporate social media presence
- To engage an audience through social media channels
- To write and prepare appropriate content
- To plan editorial calendars for social media channels
- To utilize third-party web services to implement social media campaigns
- To measure and analyze the effectiveness of a social media campaign
- To spot good and bad practices to promote a product or service

Course Design: The online course totals 36 hours and contains live instruction (New York time) via Zoom on Friday (5 to 9 p.m.), Saturday (9 a.m. to 6 p.m.) and Sunday (9 a.m. to 5 p.m.) as well as pre-coursework, teacher conferences, projects and homework. After successfully completing the online course, the Au Pair will receive a *Letter of Completion* and 3 college credits from the LIU School of Professional Studies as required under the J-1 Visa program.

Meet Your Instructor

Brian Shields is a content creator and copywriter whose experience spans the entertainment, sports, consumer electronics, governance, and non-profit industries. His client list includes: Pricewaterhouse Coopers, Reddit, Take-Two Interactive, and WWE. He will help you build your foundation of the digital space to use social media for business.



Once you register for a class online at <https://webapps3.liu.edu/aupair> you will receive a confirmation email with instructions. Your instructor will email you a Zoom link and course materials at least one week prior to the course beginning.