

## **SDJ105: Social Media Management and Strategy**

*(Total teaching hours: 32hrs)*

**Course Objective:** Teach students to effectively manage social media platforms, create engaging content, and analyse performance to optimize social media strategies.

**Course Outcome:** By the end of the course, students will be able to develop and implement successful social media strategies that enhance brand presence and audience interaction.

### **Unit 1: Introduction to Social Media Platforms**

*8 hours*

- **1.1 Overview of Major Platforms:** Facebook, Twitter, Instagram, TikTok, LinkedIn.
- **1.2 Understanding Algorithms:** How algorithms impact content visibility.
- **1.3 Audience Demographics:** Analyzing user behaviour and preferences across platforms.
- **1.4 Content Formats:** Exploring text, images, videos, and stories.

### **Unit 2: Content Creation for Social Media**

*8 hours*

- **2.1 Crafting Engaging Posts:** Best practices for writing captions and headlines.
- **2.2 Visual Content Creation:** Tools and techniques for creating graphics and videos.
- **2.3 Scheduling and Planning:** Developing a content calendar for consistent posting.
- **2.4 Utilizing Hashtags and Trends:** Strategies for increasing visibility and engagement.

### **Unit 3: Community Engagement and Management**

*8 hours*

- **3.1 Building an Online Community:** Techniques for fostering engagement and loyalty.
- **3.2 Managing Feedback and Criticism:** Best practices for responding to comments.
- **3.3 Crisis Communication on Social Media:** Handling negative situations effectively.
- **3.4 User-Generated Content:** Encouraging and leveraging audience contributions.

### **Unit 4: Analytics and Performance Measurement**

*8 hours*

- **4.1 Understanding Analytics Tools:** Overview of insights provided by social media platforms.
- **4.2 Measuring Engagement:** Key metrics to track (likes, shares, comments).
- **4.3 Adjusting Strategy Based on Data:** Analyzing performance to refine content strategies.
- **4.4 Case Studies:** Successful social media campaigns and their impact.

  
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