

SOCIAL STUDIO 101



OVERVIEW

Social Media spending is continuing to increase and you'll need one place to organize your social teams, plan and publish your content, engage with your customers, and analyze conversations occurring on social media. Comprehensive and hands-on, Social Studio 101 is the core training that ensures your success with Social Studio.

WHO SHOULD TAKE THIS COURSE?

This course is designed for the social marketers who manage the social channel for their organization. No prior knowledge of the Marketing Cloud is needed.

WHEN YOU COMPLETE THIS COURSE, YOU WILL BE ABLE TO:

- Organize teams and collaborate via workplaces
- Create, edit, and manage posts published to social accounts
- Interact directly with advocates, customers and detractors via post-level actions on your social accounts
- Build Topic Profiles that allow you to analyze what is being said on over a billion sources on the web
- Measure content performance and gain insights across the team



DURATION

- 1 day

DELIVERY FORMAT

- Classroom

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SOCIAL STUDIO 101



MODULES & TOPICS

Overview

- Publish, Engage and Analyze
- User Roles and Settings
- Social Accounts
- Workspaces

Publish

- Calendar
- Post Creation
- Approval Rules

Engage

- Tab Creation
- Workflows
- Post Activities
- Reporting

Analyze

- Dashboard Creation
- Topic Profiles
- Social Summary
- Dashboards via Mobile Devices

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Salesforce University offers a comprehensive catalog of courses and certifications to help you administer, develop, and use your organization's Salesforce environment. Whether you need a customized private course for your whole team or an in-depth instructor-led classroom experience for one person, Salesforce University can help you take the next steps on your journey to success. Contact us today to learn how we can help you get the most out of your Salesforce investment.

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