

Social Media Marketing OMCP :: 2016

This document defines the competencies and skills required to perform as a social media marketing practitioner with the abilities, skills, and knowledge commonly associated with qualification for employment in a minimally supervised position in social media marketing. Distribution of training hours assumes minimum required didactic training time for each certification component and related percentage. The successful candidate shall meet or exceed the following competencies and skills:

I. Social Media Context

A. Key Definitions and framework (5% / 1.25 hours)

1. Define social media marketing
2. Describe the relationship of each of the following to social media marketing
 - a) Content marketing
 - b) Reputation management
 - c) Monitoring
 - d) Participation in social media conversations
3. Explain social media's impact on
 - a) Branding
 - b) Awareness
 - c) Activities that lead to
 - (1) Sales
 - (2) Followers
 - (3) Leads
 - (4) Other opportunities (Engagement, partnerships)
 - d) Search Engine Optimization (SEO)
4. Demonstrate understanding of social media types
 - a) Social networking (e.g. Facebook, Google+, LinkedIn)
 - b) Micro-blogging (e.g. Twitter, Tumblr)
 - c) Video sharing (e.g. YouTube, Vimeo, Vines)
 - d) Photo sharing (e.g. Pinterest, SnapChat, Instagram)

[REDACTED]

[REDACTED]

II. Social Media Marketing Strategy and Planning

A. Develop a social media marketing strategy (█% █ hours)

1. Translate business goals into a social media strategy
 - a) Identify business goals that relate to social media marketing

[REDACTED]

[REDACTED]

- a) Mobile campaigns
- b) Email campaigns
- c) Content marketing campaigns

B. Manage influencer relationships (█% / █ Hours)

1. Identify influencers
2. Understand difference between influencers and evangelists

[REDACTED]

6. Maintain relationships

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

III. Social Media Channel Management

A. Social Media Channel Management (■% / ■ hours)

1. Define, create and implement best practices for a video marketing tactical plan

a) List Account optimization techniques

[REDACTED]

2. Define, create and implement a blog and article marketing tactical plan

a) Describe advantages of a blog channel

- (1) Control of content
- (2) Maximize digital analytics
- (3) Increase in search engine presence

b) Articulate the differences of blog writing for

- (1) A company blog
- (2) A personal blog

[REDACTED]

c) Describe the generally accepted practices for contributing syndicated articles

[REDACTED]

5. Define, create and implement an Image-based marketing plan

IV. Social Media Measurement and Control

A. Track campaign effectiveness (4% / 1.00 hours)

- b) Sentiment (positive/negative)
- c) Amplification/Reach (how far)
- d) Value (ROI)

B. Understand reputation management practices (hours)

1. Demonstrate how to track conversations using
 - a) Keywords
 - b) Concepts
 - c) Brands
2. Articulate accepted practices for corporate responses to public criticism
 - a) Define who owns reputation management issues within a marketing organization
 - b) Understand when to respond to criticism in social media channels
 - c) Implement guidelines for responding to criticism in social media channels

V. Social Media and Corporate Advertising

A. Social Media and Corporate Advertising (hours)

1. Targeting
 2. Connections
 3. Functionality
- C. Understand integration with traditional social media
 - D. Implement social media advertising within a total corporate advertising plan

Contributors:

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OMCP Competencies Standard



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