

Generate Authentic Brand Engagement on Social Media

GoSkills online course syllabus

Skill level

Beginner

Lessons

15

Pre-requisites

No prior experience needed

Video duration

25m

Estimated study time

25m 51s

Instructor

Dustin York, EdD

Introduction

1 The power of social media

Diving into the digital age, social media emerges as the ultimate platform to elevate your brand's visibility and connection.

The Basics

2 Your brand's front porch

Stepping into the world of social media, you discover it's more than just a platform; it's your brand's welcoming front porch in the digital neighborhood.

Clock Model

3 Connecting to pre-followers

Exploring the "Clock Model" in social media strategy, we uncover the critical phase of reaching out to those who've yet to discover your brand.

4 Engaging followers

Navigating from casual interest to committed followership, the "Follow" stage marks a pivotal moment in your audience's journey with your brand.

5 Interacting with post-followers

Entering the "Post-Follow" phase, we learn that genuine interaction and customer service define the modern branding era, far beyond the initial follow.

Your Roadmap

6 Getting consistency

Mapping your brand's journey towards enduring success begins with a clear, consistent message.

7 Building credibility

In the quest for brand authenticity, credibility stands as a cornerstone, shaping how your audience perceives and trusts your message.

8 Establishing connection

Cultivating a deep emotional bond between your brand and your audience is the essence of connection, transforming customers into passionate brand advocates.

9 Make your customer the hero

Embracing the power of storytelling in social media can transform how customers view and engage with your brand.

Ideation

10 Don't overthink it

Unlocking the creative potential in social media doesn't require a Hollywood budget—simplicity often reigns supreme.

11 See what works

Experimentation is the key to unlocking what truly resonates with your audience on social media.

12 Using the hype cycle

Understanding the hype cycle is crucial for navigating the ever-evolving landscape of social media innovation.

13 Lab mentality

Embracing a lab mentality means being open to experimentation and innovation, even when the outcomes are uncertain.

Conclusion

14 Resources

As you wrap up your journey, discovering the vast sea of resources available for mastering social media marketing is just the beginning.

15 Everyone fails

Embarking on the social media branding journey, remember, even the experts start with trials and embrace failures as stepping stones.

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