

Social Media for Social Good Academy

🎓 Class of 2022 🎓

Live Training Schedule & Curriculum

🔥 Enrollment ends when class starts
Monday, February 7 - cost \$397 (payment plans available) 🔥
www.SocialGoodAcademy.com

Welcome to the Social Media for Social Good Academy Class of 2022!

Inside of the new and improved [Social Media for Social Good Academy](http://www.SocialGoodAcademy.com), you will have the opportunity to join me and your peers live for a weekly training on Zoom (or you can watch the recording at your convenience).

Students are encouraged to submit questions in the [Academy Facebook Group](#) at any time and I will personally answer them on the weekly Facebook Live Study Halls!

WARNING: This is not a course where you download a bunch of videos and PDFs in one lump and then muddle through yourself. 🙄

I deliver a one-hour live training once per week along with weekly live Study Hall sessions to help you stay focused and on track, and to eliminate overwhelm.

Note: The live trainings may go longer than one hour depending on questions and interaction!






If you take longer to get through certain portions of the material, not to worry.

As a student of Social Media for Social Good Academy, you get LIFETIME access to this content and the Facebook Group community. 😊 Join us: www.SocialGoodAcademy.com







Social Media for Social Good Academy 2.0 Live Training Schedule

The Syllabus on the following pages gives you the live weekly training schedule, as well as any Facebook Live Study Hall dates and times for each week. In addition, I'll be sure to send you an email reminder each week to keep us on track. *Let's get started!!*

Class of 2022 Kickoff & Welcome!

MON - Jan 31	TUES - Feb 1	WED - Feb 2	THURS - Feb 3	FRI - Feb 4
<i>Watch the welcome video inside the Teachable course platform!</i> <i>Be sure to add all live training dates Study Halls to your calendar.</i> 	<i>Introduce yourself in the FB group.</i>  https://www.facebook.com/groups/SM4SG/	<i>Tell us what you most hope to learn!</i>  https://www.facebook.com/groups/SM4SG/	<i>Be sure to add all live training dates Study Halls to your calendar.</i> 	<i>Get the conversation started. Ask a question in the FB group!</i>  https://www.facebook.com/groups/SM4SG/

Module 1: How to Structure Your Nonprofit Social Media Playbook

MON - Feb 7	TUES - Feb 8	WED - Feb 9	THURS - Feb 10	FRI - Feb 11
 LIVE TRAINING ON ZOOM  3 pm ET	<i>Watch the recording and review your notes!</i> 	<i>Ask a question in the FB group!</i>  https://www.facebook.com/groups/SM4SG/	Facebook Live Study Hall 4 PM ET  https://www.facebook.com/groups/SM4SG/	<i>Work on your homework and action tasks for the week.</i> 

In Module 1, we set the stage for explosive social media success by focusing on creating your Nonprofit Social Media Playbook - the one-and-done guide for your organization on social media.

What we will cover:

- What should we be *doing* on social media, anyway?
- How to structure your nonprofit's Social Media Playbook;
- How to organize your time as a nonprofit social media manager, using Julia's simple four-part framework.

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Module 2: Get Crystal Clear on Your Social Media Strategy and Ideal Audience

MON - Feb 14	TUES - Feb 15	WED - Feb 16	THURS - Feb 17	FRI - Feb 18
⚡ LIVE TRAINING ON ZOOM ⚡ 3 pm ET	<i>Watch the recording and review your notes!</i> 🧐	<i>Ask a question in the FB group!</i> 🙋 https://www.facebook.com/groups/SM4SG/	Facebook Live Study Hall 4 PM ET 🗣️ https://www.facebook.com/groups/SM4SG/	<i>Work on your homework and action tasks for the week.</i> ✎️

In Module 2, we ask the hard questions! Namely, what the heck are we trying to accomplish on social media? And how do we reach and engage multiple audiences with our social media content?

What we will cover:

- How to set the overall strategic vision for your social media marketing;
- How to learn more about the people that make up your current audience, and how to build deeper relationships with them;
- How to identify the new audience(s) that you want to attract and engage on social media.

Implementation Week! (No live training)



MON - Feb 21	TUES - Feb 22	WED - Feb 23	THURS - Feb 24	FRI - Feb 25
President's Day Holiday!	<i>Watch the recording and review your notes!</i> 🧐	<i>Ask a question in the FB group!</i> 🙋 https://www.facebook.com/groups/SM4SG/	Facebook Live Study Hall 4 PM ET 🗣️ https://www.facebook.com/groups/SM4SG/	<i>Work on your homework and action tasks for the week.</i> ✎️

It's Implementation Week!

In Week 3, I encourage students to take some time to review the webinar recordings and material thus far. Email me with questions, and be sure to participate in the Facebook Live Study Hall on Thursday at 4 PM ET!

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Module 3: Design a Social Media Content Calendar that Slays



MON - Feb 28	TUES - Mar 1	WED - Mar 2	THURS - Mar 3	FRI - Mar 4
⚡ LIVE TRAINING ON ZOOM ⚡ 3 pm ET	<i>Watch the recording and review your notes! 🧐</i>	<i>Ask a question in the FB group!</i>  https://www.facebook.com/groups/SM4SG/	Facebook Live Study Hall 4 PM ET  https://www.facebook.com/groups/SM4SG/	<i>Work on your homework and action tasks for the week. 🖋️</i>

In Module 3, we evaluate the most popular and emerging social media platforms for nonprofits and how to create a system to evaluate and choose platforms (or, how to combat shiny object syndrome). We will also design a living-and-breathing Content Calendar for your nonprofit.

What we will cover:

- How to select the best social media platforms for your nonprofit (based on your goals and ideal audience);
- How to fill out a Content Calendar to stay on track;
- How to create and curate great content your audience will love (and the important distinction between creation and curation);
- Julia's Content Remix Recipe, and a peek inside my battle-tested digital toolbox of apps to help you with content creation, curation, and organization.

Module 4: Are We Getting Results? How to Track and Improve Your Efforts with Social Media Analytics

MON - Mar 7	TUES - Mar 8	WED - Mar 9	THURS - Mar 10	FRI - Mar 11
⚡ LIVE TRAINING ON ZOOM ⚡ 3 pm ET	<i>Watch the recording and review your notes! 🧐</i>	<i>Ask a question in the FB group!</i>  https://www.facebook.com/groups/SM4SG/	Facebook Live Study Hall 4 PM ET  https://www.facebook.com/groups/SM4SG/	<i>Work on your homework and action tasks for the week. 🖋️</i>

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In Module 4, we create a simple spreadsheet that you can use over and over again to determine the effectiveness and success of your social media marketing.

What we will cover:

- How to choose what to measure, and where to find this data;
- How to create and use a simple spreadsheet to manage your analytics and metrics;
- How to help co-workers and supervisors at your nonprofit understand and embrace the work that goes into social media management.
- A review of current nonprofit social media and digital marketing benchmarking reports so you can see how you are doing compared to other nonprofits.

Academy Bonuses:

1. JUST ADDED! [The Essential #GivingTuesday Tool Kit: Everything You Need to Create and Launch a Wildly Profitable Giving Tuesday Campaign \(without a “sexy” cause, a big budget, and a huge audience\)](#)
2. The Facebook Fundraising Starter Kit
3. The Essential #GivingTuesday Tool Kit
4. Swipe files of social media posts from nonprofits
5. Reading and Resources List
6. Tools of the Trade
7. How to Build Your Email List Using Your Website and Social Media
8. Storytelling in the Digital Age Workbook
9. The Essential Guide to Recruiting and Coordinating Social Media Ambassadors
10. The Ultimate Guide to Creating Great Social Media Graphics
11. Instagram for the Small Nonprofit