



THE UNIVERSITY OF
SYDNEY

**Social Media
Marketing
Course:
Facebook,
Instagram and
LinkedIn**

*Centre for
Continuing Education*

Social Media Marketing Course: Facebook, Instagram and LinkedIn



In today's digital age, social media marketing is an easy way for a business to market directly to millions of potential customers and clients. The monthly active users in Australia has surpassed 19 million on Facebook, 12 million on Instagram, and 6.5 million on LinkedIn.*

By leveraging social media marketing, you not only increase brand visibility, but also will be able to build strong relationships with your existing customers. You can no longer afford to use social media reactively, or without any strategy or planning.

During this introductory course, you'll not only learn how to create, distribute, and manage social content that stands out in people's feeds, but also to understand how to measure the success of your campaigns. Through hands-on workshopping and case studies, you will also have the clarity and strategy you need to move forward with a posting plan.

*Source: <https://www.socialmedianews.com.au/social-media-statistics-australia-july-2025/>



Course duration

1 session, 8 hours total



Time

9am - 5pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Intended audience

- Employees and owners of small businesses with limited social media experience who want an introduction to Facebook, Instagram and LinkedIn.
- Anyone with pre-existing social media channels who would like to start using them more regularly and get better results.

Prerequisites

None



Upon completion

Every participant receives a University of Sydney certificate of completion.



Aims

You will learn how to confidently use Facebook, Instagram and LinkedIn, focusing specifically on what's working now best on those platforms so you get more engagement and a better ROI.



Outcomes

By the end of this course, you should be able to:

- understand how each social media channel works
- create a social media calendar
- identify the various types of content to post and tips for making them stand out in people's feeds
- identify what metrics to track to know if your campaign is a success
- discuss a brief introduction to ads and how they can amplify your posts.



Content

- What is social media and how it compares to traditional marketing
- How to use social media for B2B and B2C
- The risks of social media and how to manage them
- Understanding algorithms and engagement, to get more people to see your posts
- The must-do steps of a successful campaign on Facebook, Instagram and LinkedIn
- From reels to DMs - scripts and formulas to create successful posts
- How to create a content calendar that you and your team will find easy to use
- Using AI to help with captions and content planning
- How to use social listening and monitoring
- What to measure to know if your posts are successful
- An introduction to ads and when you might use them



Delivery style

You need to bring your own device. Please test the logins to your Facebook, Instagram, and LinkedIn accounts to ensure you have access on the day.

Materials

Course readings are distributed electronically.



“Highly recommend this course to anyone wanting to learn detailed information about how to best use social media to market your business and grow your engagement. I learn a lot of tricks and tips that I hadn't seen anywhere else.”

Emily Simpson

“Our tutor was engaging and clearly an expert in the field.”

Anastasia Lecopoulos



“The best piece of practical advice I received when I stopped full-time work came from my friend and former ABC colleague, Sophie Scott OAM. 'Do some social media courses,' she said. 'Whatever you end up doing, you need to be on it.' One of courses I found most valuable was Social Media Marketing with Heather Porter, at the Centre for Continuing Education. Heather made a complicated subject both interesting and relatable.”

Juanita Phillips



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



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SYDNEY

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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