Social Media Metrics

This course can be applied to the UBC Award of Achievement in Social Media or the UBC Certificate in Multimedia and Web Development.

Measuring ROI is a critical skill for any marketing professional, yet the social media space provides new measurement challenges and questions. Knowing how to evaluate your social media efforts involves understanding social metrics and how to measure and evaluate your audience’s behaviour. In this course, define social media metrics and decide whether to assess qualitatively or quantitatively. Learn to apply a social media framework using key metrics to audit current social media activities, establish a benchmark, and track, measure, and evaluate social media results for ongoing business optimization. Determine the best metrics for your business objectives and find out how to measure efforts beyond publishing through a lens of engagement, influence, and market activation.

Note: Social Media Fundamentals (ID200) or equivalent experience is recommended.

Format

Note: This course is offered in multiple formats, however not every format will be offered each term.

In-class: Our in-class courses are designed to be engaging seminars where both instructor and students are encouraged to participate and interact in dialogue, discussions, and class presentations. Courses are offered throughout the year, approximately four weeks in length, and involve attending seminar sessions on-site at UBC Robson Square, Vancouver.

Standard Fee: $450

Online: Our online courses are structured to provide a positive learning environment for participants to engage in and interact with the content and class discussions. In an online course, additional time for individual study and reading is required to review the course material for assignments. Tutors facilitate throughout the course and are available to provide feedback via email and through discussion forums. Courses are delivered online over approximately six weeks and involve an average of six to ten hours of study per week.

Prior to 4pm PST on the start date of the course, an email will be sent to all registered students containing instructions on how to access the online Learning Management System.

Standard Fee: $625

Available Sessions

View course offering below and select the applicable fee. Then add it to your shopping cart.

Sep 24-Nov 5 100% Online $625.00