

# Social Media and Digital Marketing



**TYPE:** Short Learning Programme **MODE:** Online **PRICE:** R500

## Course Description

This course provides a comprehensive introduction to social media, digital media, and digital literacy and examines how these technologies influence communication, business, and society in the digital age.

Learners will explore how social media platforms function, how they have transformed the way people communicate, and how they are used in professional, organisational, and service delivery contexts. The course also places strong emphasis on responsible digital behaviour, online etiquette, and understanding the risks, consequences, and responsibilities associated with social media use.

By the end of the course, learners will be equipped with the knowledge and skills to participate confidently, safely, and responsibly in today's digital world.

## What You Will Learn

By completing this course, learners will be able to:

- Understand the concepts of social media, digital media, and digital literacy
- Identify different types of social media platforms and their purposes
- Explain how social media has transformed modern communication
- Recognise how organisations use social media for communication, marketing, and service delivery
- Apply appropriate social media etiquette and responsible online behaviour
- Identify the advantages, disadvantages, and risks associated with social media use
- Understand the professional and business consequences of social media activity
- Evaluate online information critically and use digital platforms safely

## Course Content

- Introduction to social media and digital media
- Social media as a communication tool

## Who Should Enrol

- Employees and managers in public or private organisations
- Students and learners developing digital literacy skills
- Small business owners and entrepreneurs
- Community and service delivery workers
- Anyone who uses social media in a personal or professional context
- No prior knowledge of social media or digital technologies is required

## Course Completion

To complete this course, learners must participate in all learning activities and complete the short assessment. Upon completion, learners will receive a Certificate of Completion and Badge.

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