



# Social Media Fundamentals

- > Get the skills that employers really want.
- > Unrivalled support. Delivered with care.
- > Absolute flexibility. Your way, your terms.



NATIONALLY RECOGNISED  
TRAINING

RTO: 22530

# Social media skills for the real world

Social media success is about more than knowing how to take a pretty picture, or click buttons to set up an ad campaign. As a trusted social media expert, you'll need to be able to strategise and predict what will work for your organisation (or personal brand). You'll need to measure and optimise on the go to stay ten steps ahead of the competition.

The Social Media Fundamentals short course is your fast-pass to the core skills you'll need for a variety of exciting social media career paths.

## What does the course cover?

- **The full cycle of social media projects, from planning to optimising results**
- **Creating content that audiences love (that drives results!)**
- **The secret strategy sauce for making your brand blow up on socials**
- **Getting better results than ever from your paid campaigns**

Complete this short course and get credits towards a  
**Diploma of Social Media Marketing**

## Key benefits

### Social strategy secrets

Learn the strategies behind some of the worlds' biggest social media presences – and how they can work for you. Social media is more than just throwing things at a wall to see what sticks. This course will give you the scoop on the successful strategies used by social media experts, and how apply them yourself.

### Pathway to the Diploma of Social Media Marketing

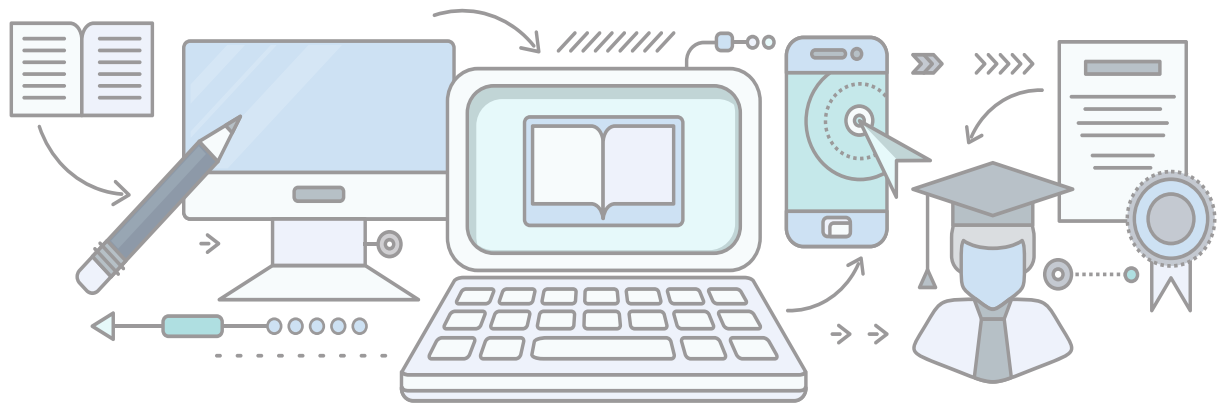
Completing this course grants you a recognised Statement of Attainment in social media marketing skills. This certificate acknowledges your expertise, allowing you to showcase it to employers and peers. Additionally, if you pursue further studies and attain a Diploma of Social Media Marketing, the units from this course can be credited towards your diploma. Keep your learning options open while you start using your newfound skills.

### Award-winning course writers

Learn from our partners at Social Media College, and their award-winning and innovative online learning content. It's designed to ensure you get the essential skills and knowledge needed to establish successful careers in social media.

### Client simulation activities

Apply your new skills and knowledge with carefully designed client simulation activities, delivered 100% online. These activities are designed to simulate working with real clients and businesses, so you'll be more than ready to hit the ground running.



## Study online. With a difference.

This course has been developed to give you absolute flexibility. Study on your couch, on public transport, on your break at work, out in the park – wherever and whenever you like. The best part is, with Monarch Institute, 'online' doesn't mean 'alone'. You'll be backed by our trainers at every step along the way. You'll get:

- Easy-to-follow course materials
- Videos and webinars
- Heaps of support from your course trainers (phone, email, Zoom)
- A dedicated admin team on hand to guide you
- Online assessments
- Access to a student Facebook group

## What is the course duration?

Most students complete this course in 2–4 months. This allows time to fit study around other work and social commitments. But if you're keen to get qualified sooner, it's possible; chat to one of our course consultants to find out how.

Your completion time frame depends on your previous education, work experience, time availability and work rate. For example, if you're completing your practical exercises as part of your work duties, you could kill two birds with one stone! Of course, if you're having trouble wrapping your head around a concept or assessment piece, you can always reach out to your trainer for support.

## What is the course structure?

This course is delivered completely online. This means you'll access your learning and assessment resources using an online portal. You can access this anywhere and anytime.

You'll need to study a total of three nationally recognised units.

## What are the entry requirements?

There are no formal entry requirements. Just bring your drive, motivation and passion for the industry. That said, if this is your first time studying at this level, we'll need to check your levels of English and maths before you enrol. People with disabilities are encouraged and supported to apply.

## Course costs

**Monarch's courses are competitively priced.**

Check our website for the most up-to-date prices at [www.monarch.edu.au/courses](http://www.monarch.edu.au/courses) or call us on 1300 738 955.

# Nationally recognised units

## **NAT10904001** – Plan, implement and manage content marketing

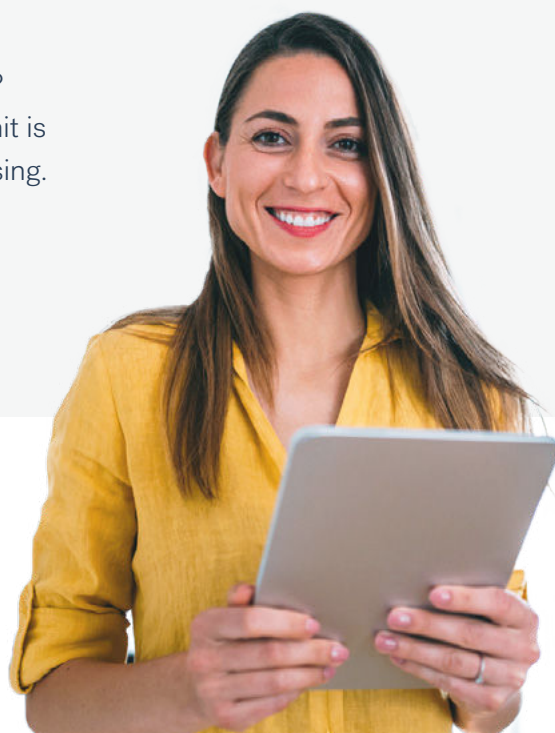
- Searching for the secret ingredient(s) that make videos and graphics blow up on social? Creating and managing content isn't just about taking photos or remembering to post. This unit takes you through the full cycle of putting winning content marketing strategy into action.

## **NAT10904002** – Plan, conduct and optimise organic social media marketing

- The social profiles that audiences love – that sell like crazy – don't just happen by accident. They're a result of careful planning, production skill and management from social media content experts (i.e. future you!). This unit takes you through the process of planning and building a loyal audience of die-hard followers.

## **NAT10904003** – Plan, manage and optimise paid social media advertising

- Tired of paying for ads and having nothing to show for it? Feel like paid campaign results are a bit random? This unit is about demystifying the variables of social media advertising. You'll learn how to launch a campaign that's primed for results, and make subtle adjustments while it's running to get the best possible returns.





# Industry insights



**215 million new users signed up to social media sites in 2023**



Active social media users  
**Over 59% of the world's population**  
*(and 81% of Australian's) are active social media users*



Average daily social media usage is  
**nearly 2.5 hours** and that number is steadily increasing



Global spending  
**More than 74% of social media users are seeking brand and product information on the apps**



Social media managers are in high demand with  
**employment opportunities increasing by an average of 11.4% over the next 5 years.**



Social media managers are being paid a premium in the job market with an **average take home pay of \$1650**



## Jobs and career pathways

### Key opportunities include:

- Head of social media
- Social media manager
- Social media consultant
- Social media coordinator
- Social media community manager
- Digital marketing strategist
- Digital marketing manager
- Content marketing manager
- Content strategist
- Content creator
- Content producer

## Become a recognised social media expert

Demand for employees with a social media skillset continues to grow. Salaries can be up around \$75K – \$155K p.a., with flexible working conditions common across the industry.

Getting serious about socials? You need a course that'll leave you ready to work smarter and more confidently across all aspects of social media, ASAP. We get it. This course is built to be agile and up to the minute. Our trainers cover the biggest social platforms, including Meta (Facebook and Instagram) and LinkedIn, and the latest digital tools you'll use in your everyday work.

Already working in the industry? Or starting to take on marketing responsibilities in your current workplace? You'll love how easy it is to fit your study around your current work. And with a practical approach to assessments, you can kill two birds with one stone. Create real strategies, campaigns and content you can put into action in your organisation. Improve your results faster than ever, with awesome in-depth feedback from expert trainers.



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**Unrivalled support.**  
Delivered with care



**Absolute flexibility.**  
Your way, your terms.

# Why choose Monarch Institute?

**You need a different learning experience.  
We're ready to deliver.**

## Expertise

- ✓ Courses developed with leading academics and industry associations
- ✓ Delivered by brilliant trainers who work with corporate leaders
- ✓ Learn from professionals using real world case studies

## Flexibility

- ✓ Fit study around work, family, life
- ✓ Start immediately, or down the track
- ✓ Flexible payment options

## Support

- ✓ Dedicated team of trainers and support staff on hand to guide you
- ✓ Up to date, easy to understand course materials
- ✓ Fast assessment turnaround times with comprehensive trainer feedback

## Enrol today

Chasing your dream job? Ready to level up in your career?  
Start your course with Monarch Institute today.



To discuss the course that's right for you call  
**1300 738 955**



To find out more information email  
**info@monarch.edu.au**



To enrol, visit our website  
**www.monarch.edu.au**

