

# Generate Authentic Brand Engagement on Social Media

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

15

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

25m

**Estimated study time**

25m 51s

**Instructor**

Dustin York, EdD

## Introduction

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### 1 The power of social media

Diving into the digital age, social media emerges as the ultimate platform to elevate your brand's visibility and connection.

## The Basics

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### 2 Your brand's front porch

Stepping into the world of social media, you discover it's more than just a platform; it's your brand's welcoming front porch in the digital neighborhood.

## Clock Model

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### 3 Connecting to pre-followers

Exploring the "Clock Model" in social media strategy, we uncover the critical phase of reaching out to those who've yet to discover your brand.

### 4 Engaging followers

Navigating from casual interest to committed followership, the "Follow" stage marks a pivotal moment in your audience's journey with your brand.

### 5 Interacting with post-followers

Entering the "Post-Follow" phase, we learn that genuine interaction and customer service define the modern branding era, far beyond the initial follow.

## Your Roadmap

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- 6 Getting consistency**  
Mapping your brand's journey towards enduring success begins with a clear, consistent message.
- 7 Building credibility**  
In the quest for brand authenticity, credibility stands as a cornerstone, shaping how your audience perceives and trusts your message.
- 8 Establishing connection**  
Cultivating a deep emotional bond between your brand and your audience is the essence of connection, transforming customers into passionate brand advocates.
- 9 Make your customer the hero**  
Embracing the power of storytelling in social media can transform how customers view and engage with your brand.

## Ideation

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- 10 Don't overthink it**  
Unlocking the creative potential in social media doesn't require a Hollywood budget—simplicity often reigns supreme.
- 11 See what works**  
Experimentation is the key to unlocking what truly resonates with your audience on social media.
- 12 Using the hype cycle**  
Understanding the hype cycle is crucial for navigating the ever-evolving landscape of social media innovation.
- 13 Lab mentality**  
Embracing a lab mentality means being open to experimentation and innovation, even when the outcomes are uncertain.

## Conclusion

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- 14 Resources**  
As you wrap up your journey, discovering the vast sea of resources available for mastering social media marketing is just the beginning.
- 15 Everyone fails**  
Embarking on the social media branding journey, remember, even the experts start with trials and embrace failures as stepping stones.