



KIDS & TEENS FREELANCING TRAINING INSTITUTE

Social Media Marketing Course Outline

Module 1: What is Social Media Marketing?

- Introduction to social media platforms (Instagram, TikTok, YouTube, etc.)
- What does “marketing” mean?
- How people use social media to promote ideas, products, and brands

Module 2: Exploring Platforms & Their Purpose

- Understanding different platforms (what each one is good for)
- Who uses them and why?
- Safe and smart usage of social media

Module 3: Creating Great Content

- What makes a good post?
- Types of content: photos, videos, stories, reels
- Tips for taking better pictures and videos

Module 4: Branding and Creativity

- What is a personal brand?
- Choosing colors, fonts, and themes
- Creating a simple content style or identity

Module 5: Writing Cool Captions

- Writing fun, catchy captions
- Using emojis and hashtags
- Talking in your brand’s “voice”

Module 6: Planning Your Posts

- What is a content calendar?
- Creating a simple weekly posting plan

- Staying consistent without stress

Module 7: Engagement and Growth Basics

- How to get likes, shares, and comments
- Why replying and interacting is important
- Do's and don'ts of growing an audience

Module 8: Mini Project – Build a Campaign

- Pick a fun topic (a pet, hobby, or made-up product)
- Make 3–5 posts using all learned skills
- Present the mini social media campaign to friends or class

Bonus Materials:

- Post templates for Instagram & YouTube
- Kid-safe hashtag list
- Caption starters and prompts
- Printable social media planner
- Certificate of Completion