

# Communication in social networks

Fall Semester



## OBJECTIVES

- To acquire the necessary knowledge for the design of campaigns to position the communication of organizations in the network (followers and engagement), as well as the techniques for the management of social networks of organizations and corporations.
- Learn how to elaborate an effective SEO strategy campaign and apply all this knowledge in the configuration of a digital "professional portfolio".

## LEARNING OUTCOMES

- Design of campaigns to position the journalistic business in the network (followers and engagement).
- Techniques for managing social networks of organizations and corporations.
- SEO strategy: tools and apps.
- Criteria for differentiation in the digital world.
- Creation of a "professional" portfolio.