DIGITAL MARKETING & ETHICS FOR SECURITY PERSONNEL

Digital marketing is the promotion of products or brands via one or more forms of electronic media and differs from traditional marketing in the sense that it involves the use of channels and methods that enable an Organization to analyse marketing campaigns and understand what is working and what isn't – typically in real time. Many people regard Social media and digital marketing as the same thing which is not totally true. The difference between digital marketing and social media marketing is that social media marketing is one of the many forms of digital marketing.

However, Social Media has become an integral part of 21st century business. Nigerians and friends of Nigerians want to be informed. They want to know what the Economic and Financial Crimes Commission is up to at every point in time. It takes well-trained personnel to provide first hand, verifiable, genuine, and non-contradictory information to the general public. The social media team is expected to be proactive and authoritative and not reactive or misrepresentative.

More so, as security personnel, you should learn how to handle target abuses, accusations, and threats by sponsored or aggrieved citizens. You are the face of the commission both online and offline. This Social Media training course is uniquely designed to help you handle these issues and similar others. It will also teach you how to use social networks to improve the brand identity of the commission.

Upon completion of the course, you will take an examination and a certificate will be issued.

Course Objectives

- Understand the benefits and principles of wide range digital marketing
- Understand Internet marketing strategies such as Search Engine Marketing, Email marketing (mailchimp and others), pay per click advertising, mobile markets and lots more
- Employing non-internet digital channels such as Radio, Television, SMS, Digital bill boards (Indoor and Outdoor) as they relate to advertisement
- Understand the underlying principles of using Social Media to engage with your clients and target audience
- Formulate an action plan that combines the key Social Media Networks and tools
- Effectively create compelling content that reflect the perspective of the commission and engage audience professionally and ethically.
- Monitor the success of your Social Media engagement
- Generate ideas for social media strategies that work

Course Outline

- **Module 1:** Search Engine Optimization and Marketing

- **Module 2:** Influencer Marketing

- **Module 3:** Email Marketing

- **Module 4:** Principles of Social Media

- **Module 5:** Relevant Social Media sites for security personnel and how to use them

- **Module 6:** Social Media Strategy

- **Module 7:** Ethics in Social Media engagement for security personnel

- **Module 8:** Measuring Social Media Impact