COURSE SYLLABUS

Instagram Marketing Course Online

Learn how to plan and execute both sponsored and organic Instagram marketing approaches, from producing compelling content to using Stories effectively, applying hashtags strategically, capturing high-quality visuals, building an engaged audience, and setting a consistent posting rhythm with partnerships. You'll also learn how to set up a professional Instagram account, run paid campaigns, and connect Shopify to Instagram for seamless social commerce.

Group classes (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/courses/instagram-marketing-course-online



admissions@vdci.edu • (619) 758-9300

Course Outline

Section 1

Introduction to Instagram

- Introduction to Instagram
- History of Instagram
- What's New
- Trend Report
- Creating a New Account
- Following Accounts
- Navigation
- Profile Page Overview

Hashtag 101

- What is a hashtag
- Hashtag do's and don'ts
- Types of Hashtags
- High- and low-density hashtags
- Creating a Branded Hashtag
- Hashtag Research

Section 2

Creating a Content Theme

- What is a big idea

- What is a content theme
- Determining your theme
- How to branch into sub-themes

Strategies for Capturing Content

- Establishing visual consistency
- Recording your content

Developing a Community

- Interacting with your target audience
- Understanding your audience's needs
- How to leverage your audience

Creating a Post Cadence

- Establishing your availability
- Scheduling consistent content
- Adapting your cadence

Section 3

Types of Posts

- Posts, Stories, and Reels
- Types of Interactions
- Audience Engagement
- Benefits of each content type

Editing Posts and Reels

- Choosing Filters
- Using Instagram Photo Editing
- Creating stories
- Editing stories and adding stickers
- Recording Reels
- Editing Reels
- Creating a mock-up post

Captions and Additional Post Features

- Establish your audience's needs
- Incorporating gamification and/or call-to-action
- Being ADA-compliant with photo descriptions
- Tagging and Collaboration

Section 4

Creating a Business Page on Instagram

- Starting a business page
- Creating a business post
- Managing page on Instagram
- Creating reels and stories

Paid Advertising with Instagram

- Choosing the right advertising
- Ad creation best practices
- Ad optimization
- Job post advertising
- Ad analytics

Using Shopify with Instagram

- Reasons to use Shopify (even if you have your own website)
- Introduction to Shopify
- Create collections
- Manage shop across platforms
- Showcase brand and products