



# Social Media Academy



☎ (650) 384 0057

## Certified Social Media Strategist

The most comprehensive social media education



**Proven methods and procedures for professional execution and risk mitigation.**



Attendees learn to apply and use the leading social media methods, models and frameworks to solve real-world problems.



Students gain hands-on experience with social media best practices.



Methods include:



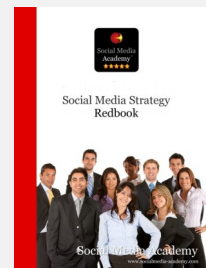
- Social Media Audits
- Strategy Frameworks
- Presence development
- Social Media Planning
- ROI Calculations
- Social Media Reporting
- Networking Models
- Time Management
- Customer Engagement
- Online Collaboration
- Social Media Management.



More details about each method can be found on our website.

### Developing a Social Media Strategy from start to finish

Attendees work during the eight-week class on a complete Social Media Project and gain real life experience. Everybody in the program applies all major methodologies, work through assessments, strategy development and social media programs including resource and budget planning, social media tools and reporting systems and create a complete strategy handbook — "The Strategy Redbook".



### Strategist Program

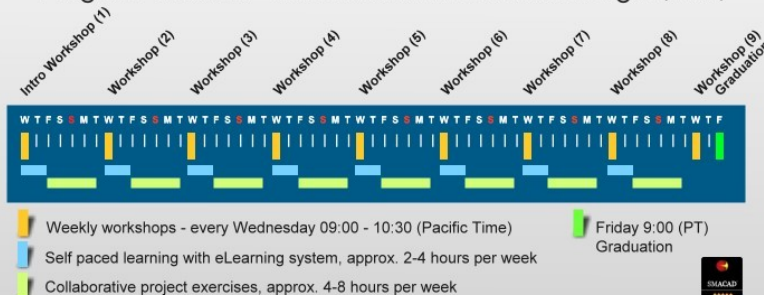
Attendees learn to elevate social media activities from spontaneous reactions and random initiatives to a purpose driven and success oriented engagement achieving mutual benefits for business and customers.

### Who Should Participate

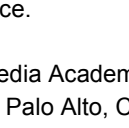
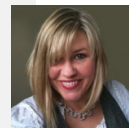
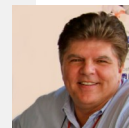
Business consultants, Social Media Manager, Community Manager and Agency Managers.

### How it works

Program Timeline - Certified Social Media Strategist (full class)



#### Instructors



**Online learning for an online world** — All Social Media Academy programs are provided online. Attendees learn to collaborate and live in the social web from day one. Classes are typically very international and as such provide a unique online collaboration experience.



<http://SocialMedia-Academy.com>

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