

Social Media Academy

Social Media Manager Certification

SMM Certificate

(650) 384 0057

The most comprehensive social media education



A methodical approach to professional social media engagements.



- Understanding the impact of social media on businesses



- Social media presence development in sites including Facebook, LinkedIn, Twitter, SlideShare, YouTube, Quora and others



- The key aspects of social networking in business



- Social Media Monitoring, hands on experience



- Social marketing engagement strategies



- Social Media Plan development – using a planning framework



- Building creative social media initiatives
- Resources and Budget Planning

Tuition: \$ 795

Social Media Manager Class

A three-week online class for marketing managers and consultants with self paced learning and instructor lead hands on workshops

Why is it important

Developing and executing a social media initiative is a mission critical engagement for every company. Social media plays a strategic role in creating a better customer experience, increasing brand reputation, reducing product development mistakes and improving customer support efficiency.

Core Program

Attendees learn to build a professional social media presence, plan creative social media initiatives, use social media tools and social media monitoring systems and collaborate with classmates using social collaboration tools. Attendees also learn to plan their resources and budgets for social media initiatives.

Who Should Participate

Business managers in marketing or sales and consultants.

How it works

Self paced online learning and instructor lead online workshops held once a week for three weeks. Attendees work on group exercises to gain “real life” hands on experience. There are tests during the class and a final exam at the end. Attendees must pass the tests to receive the certification.



Instructors



An all online class The SMM Class (and all other Social Media Academy classes) are provided online. Not only does this enable you to take the class from anywhere; but, more importantly you get to experience the power of online business collaboration from day one!

Register

<http://SocialMedia-Academy.com>

Social Media Academy
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<http://xeesm.com/SMACAD>

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