

Social Media Academy

Social Media Strategist Class



(650) 384 0057

Certified Social Media Strategist

The most comprehensive social media education



A methodical approach to social media as a cross-functional engagement model.



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
- Organization Development
- Social Media Planning
- ROI Calculations
- Social Media Reporting
- Networking Models
- Time Management
- Customer Engagement
- Presence Development
- Online Collaboration
- Social Media Management.



Tuition: \$ 3,150

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

Social Media Strategist Class

Eight-week online class for consultants / social media agencies. Self paced learning and instructor lead hands on workshops.

Why is it important

Developing and executing a social media business strategy 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 develop strategies for professional engagement with customers, business partners and influencers through social media. It is a methodical approach from start to finish (see methods on the left hand side). The course covers situation assessment, strategy development, tools and network selection, presence development, customer engagement, influencer identification, social media monitoring, plan development, online collaboration, strategy execution and reporting.

Who Should Participate

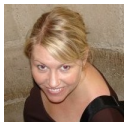
Business consultants and agency managers with social media focus delivering a strategic social media service portfolio to their clients.

How it works

Self paced online learning and instructor lead online workshops held once a week for eight 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 Strategist Class (and all other Social Media Academy classes) are provided online. It allows attendees to take classes from anywhere they want; and more importantly get them to experience the power of online business collaboration from day one!



<http://SocialMedia-Academy.com>

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