



## CERTIFICATE IN SOCIAL MEDIA MARKETING

### DESCRIPTION OF CERTIFICATE

Social media is a critical component of marketing and creating awareness for a business or organization. If done well, social media can make a significant difference in brand and organizational growth. If done poorly, it can have no effect—or even a detrimental effect—on a business/organization’s efforts to expand. However, it isn’t always clear where to start or how to incorporate social media into a marketing plan.

*The Certificate in Social Media Marketing* gives participants the knowledge and skills to successfully create social media content, manage social media campaigns, and develop a social media/marketing plan that incorporates a clear and confident brand voice.

### WHY TAKE THIS CERTIFICATE?

The delivery method for this course is virtual, and each course is delivered over three consecutive days (for three hours per day). At the end of this three-day certificate program, participants will be confident in using social media for marketing in the most effective way possible, which, in turn, will help grow their business/organization.