

Certified Social Media Strategist Course

This training course is designed to help practitioners in social media apply their knowledge in 6 key content domain areas: Strategic Planning, Compliance and Governance, Project Management, Marketing and Communications, Online Community Management and Research and Analysis.

This course will provide an in-depth look at the six content domains covered on the certified Social Media Strategists exam, providing participants with the information they need to pass the exam as well as apply the information to their work as social media professionals.

Course Outline

- Strategic Planning
- Compliance & Governance
- Marketing & Communications
- Project Management
- Online Community Management
- Research & Analysis

Who Should Attend

This course is designed for candidates who are in the fields of Marketing, Social Media, Communications, Journalism or Business)

Prerequisites

In order to register professionals must have:

- either a Diploma Certificate (preferably in areas of Marketing, Social Media, Communications, Journalism or Business)
- 2 years of work experience in the field of social media Or Marketing.

Course Duration

The standard duration of this course is 40 contact hours.

Certification Testing

- The test has 165 questions, most in multiple choice or true/false format
- Test takers have three hours to complete the exam.
- The passing score is => 70%.

Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Understand Strategic planning domain which comprehends from broad strategies and visions for the organization in addition to drill down to different tactics and tools.
- Create social media policies to govern activities.
- Designate who will be participating in an organization's social media interactions.
- Identify the core audience, segment the audience, identify the social media content most valuable to audience.
- Foster a sense of excitement about the organization within the social media space.
- Identify who or what influences customer buying behavior, and finding core audience in social media channels using keyword research.

Training methods

- Class and group activities
- Case studies and practical sessions
- Question and answer sessions
- Role-plays
- Self-assessment tools

Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- NISM - National Institute of Social Media Management

For more information please feel free to contact:

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