

Certificate In Social Media Management

This training course is an entry level course designed for beginners to help them apply their knowledge in 6 key content domain areas: Strategic Planning, Project Management, Marketing and Communications, Online Community Management, Research and Analysis and Social Media Platforms. In this course, students will learn the basics of how to plan, implement, manage, and report all aspects of an organization's social media strategy. Additionally, time will be devoted to learning some basics of strategic and tactical techniques for major social media platforms: Facebook, Instagram, LinkedIn and Twitter. Learners will be doing an online exam in the last day of training and will be receiving the certificate upon achieving = or > 70% in the exam.

Course Outline

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

Who Should Attend

The ideal Learners are individuals with a basic understanding of social media interested in expanding their understanding of how to connect with consumers in a meaningful way.

Prerequisites

In order to register professionals must have: The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

Course Duration

The standard duration of this course is 21 contact hours.

Approvals & Accreditation

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

Learning outcomes

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

- Determine how social media can best be leveraged to advance the greater goals of the company.
- Create a social media strategic plan is aligned with company goals.
- Create a social media policy to govern activities.
- Maintain social media policy as change occurs.
- Ensure branding consistency across all social media platforms.

Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions
- Case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

For more information please feel free to contact:

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