SOCIAL MEDIA
Certification

Certification Issued By

COURSE DESCRIPTION

The certification in Social Media will teach you all of the essential skills needed to excel as a social media marketer.

LMG
Leadership & Management
Global Organization
Geneva, Switzerland

المعهد العربي للمحاسبين والقانونيين

ARAB INSTITUTE

Who Should Attend?

The certification in Social Media Marketing is ideal for those who are responsible for the planning, execution or measurement of social media marketing campaigns or anyone wishing to expand their skillset and career opportunities.

Course Modules

Introduction to Social Media Marketing

This module enables you to understand the foundation principles of digital marketing, and be able to distinguish between traditional and digital marketing.

Content Creation

The module introduces you to the concept of engaging with, and acquiring customers using the creation and sharing of media content.

Content Outreach

The module introduces you to the concept of content seeding and how to use content effectively over multiple social platforms.

Social Media Platforms

This module provides you with a comprehensive understanding of how each platforms works for community building, content marketing and brand promotion.

- Facebook
- Twitter
- LinkedIn
- Google+
- YouTube
- Instagram
- Blogging tools

Future Trends

This module examines the latest emerging trends in social media and new platforms on which you can share your content.

Strategy and Planning

The Strategy and Planning module ties the Professional Diploma in Social Media Marketing together. You will emerge with the essential skills needed to create a successful model for a social media marketing strategy from scratch and implement it in your organization.

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