



## School of Continuing Education & Workforce Development

### Short Term Certificate Programs

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#### Social Media Certificate

**Program Overview:** The Social Media Certificate is designed for small business owners, managers, communications professionals and others who are responsible for social media and marketing within their organizations. These classes give you an opportunity to take a strategic look at marketing efforts while giving specific, practical and hard hitting tools to improve skills.

- ✓ **Introduction to Social Media:** Everyday people are logging into social media sites such as Facebook, Twitter, LinkedIn and Pinterest. Pinning, tweeting, watching amateur videos, blogging and updating your status is just as common as turning on the television. This course gives you an overview of the major social media sites and provides some examples how individuals are using social media to brand themselves and businesses are using social media as a marketing tool.
- ✓ **Facebook Marketing:** Are you interested in learning how to utilize Facebook to market your business or product? Want to feel more engaged with your customers? This course will introduce you to the basics of business based social networking, get you into Facebook for some hands-on learning and generate plenty of discussion about the advantages and disadvantages of this phenomenally popular website. Topics include: Business pages, groups, events, promotions, applications, targeted advertising and insights.
- ✓ **Pinterest, Instagram, Twitter:** Pinterest is taking social media by storm growing at a pace much faster than Facebook. Learn how to pin, what to pin and how pinning can play a major role in a social media marketing plan for a business. The class will also spend time on Instagram and other applications. Learn the secrets of engaging with your prospects and existing clients in 140 characters or less. Included will be the 5 essential best practices for Twitter use for small and growing businesses. No previous knowledge of Twitter needed: A hands-on overview of how to set up and start tweeting will be included
- ✓ **LinkedIn:** LinkedIn has fast become the online networking application of choice. In this class you'll learn the features of LinkedIn and how they can help you in business and the job search. Topics include: home page, your profile, recommendations, contacts, groups and jobs.