



Certificate of Social Media Management

Concepts, techniques and tools to develop and manage an effective social media program

A 14-week certificate program offered by **Martin Brossman** and **Karen Tiede** through **NC State's Technology Training Solutions**, McKimmon Center, Raleigh, NC



We'll explore strategy, voice, policy, and vital elements of a business approach to social media marketing.

Topics include:

- Social Media overview and perspectives
- Initial inventory: gathering intelligence
- Discovery: What does your client think / want / know?
- 360 Audit: What is happening in the client landscape
- Planning, policy, and proposing: defining the work
- Understanding the Social Media options
- Creating relevant content
- Metrics and reporting: results
- Beyond "free:" paid marketing on the social platforms
- Best practices: tools, automation, workflow, systems
- Integrating traditional, new, and social media marketing
- Marketing your Social Media Management practice

Prerequisites: Fluency using the major social media platforms for both personal and some business use (Google+, Facebook, LinkedIn, Twitter & Pinterest). This class presumes students know how to create an account on a social media platform.

For upcoming schedule and to register, go to: ncsu.edu/tts

Additional social media related courses available through TTS:

- Social Media Business Basics
- WordPress
- Pinterest
- Social Selling with LinkedIn



Martin Brossman and Karen Tiede also offer on-site training for business and organizations.

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For more information about the Social Media Management training program, go to: **MySocialMediaMastery.com**

