

# Postgraduate Certificate Social Media Projects





## Postgraduate Certificate Social Media Projects

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/design/postgraduate-certificate/social-media-projects](http://www.techtute.com/us/design/postgraduate-certificate/social-media-projects)

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# 01

# Introduction

Social networks are present in our daily lives and not only as a way to contact friends or acquaintances, but also as an important means of advertising for any company, so it is important that professionals are able to design projects suitable for these media. This program is designed to specialize professionals in this field. It is a program that will enable the professional to carry out their daily work with precision.







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*Design professionals must continue learning throughout their employment to adapt to new developments in the field"*

The Postgraduate Certificate in Social Media Projects is designed to guide the professional of design, graphic arts and other related areas in all aspects related to this field.

Social networks influence the marketing strategy of any company, at least of those who want to reach a wide audience, therefore, this educational program is aimed at specializing the student in the creation of a communication plan in social media, with the different communication codes that should contain, either visually or verbally. It is also important for professional designers to create their own personal brand in the networks, where they will be able to make their work known, so this is a fundamental part of this program.

This program provides students with specific tools and skills to successfully develop their professional activity in the wide field of design and graphic art. It works on key skills such as knowledge of the reality and daily practice in this field and develops responsibility in the follow-up and supervision of their work.

Additionally, as it is a 100% online program, the student is not constrained by fixed timetables or the need to move to another physical location, but can access the contents at any time of the day, balancing their professional or personal life with their academic life.

This **Postgraduate Certificate in Social Media Projects** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Practical cases presented by experts in Social Media Projects
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional development.
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Special emphasis on innovative methodologies in Social Media Projects
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*This program is the best option you can find to specialize in Social Media Projects and achieve the highest possible quality in your work"*

“Do not miss the opportunity to study this Postgraduate Certificate in Social Media Projects with TECH. It's the perfect opportunity to advance your career”

It includes in its teaching staff professionals belonging to the field of multimedia design and graphic arts, who bring to this program the experience of their work, as well as recognized specialists from reference societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system developed by recognized experts in social media projects and with great teaching experience.

*This program comes with the best educational material, providing you with a contextual approach that will facilitate your learning.*

*This 100% online Postgraduate Certificate will allow you to combine your studies with your professional work while increasing your knowledge in this field.*



# 02 Objectives

The objective of this Postgraduate Certificate in Social Media Projects is to offer professionals a complete program to acquire knowledge and skills for professional practice in this sector, with the confidence of learning from the best and form of learning based on practice that will allow the student to complete the program with the necessary knowledge to work with total confidence and competence.





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*It is the best option to learn about the latest advances in Social Media Projects”*



### General Objective

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- ◆ Learn how to make responsible use of Web 2.0 tools and social networks in the field of graphic design

“Take the step to get up to speed on the latest developments in Social Media Projects”







## Specific Objectives

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- ◆ Know which tools are used for the management of social networks and the importance of planning and managing their content
- ◆ Have the tools to digitally integrate the results of the projects that have been carried out during the design program and those that will be developed in the future
- ◆ Learn about the new professions that are emerging as a result of the internet
- ◆ Understand marketing concepts in vogue: geomarketing, branded content, etc., in such a way that these tools can be used to promote one's own work
- ◆ Understand the importance of universal design in order to apply it in design projects



03

# Structure and Content

The structure of the contents has been designed by the best professionals in the multimedia design and graphic arts sector, with extensive experience and recognized prestige in the profession.



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*We have the most complete and up-to-date program on the market. We strive for excellence and for you to achieve it too"*



## Module 1. Social Media Projects

- 1.1. Introduction to Social Networks
  - 1.1.1 Web 3.0
  - 1.1.2 Web 3.0 Tools
  - 1.1.3 References
  - 1.1.4 Social Media
- 1.2. New Job Openings
  - 1.2.1 The Emergence of New Professional Figures
  - 1.2.2 The Community Manager
  - 1.2.3 The Social Media Strategist
  - 1.2.4 The Content Curator
  - 1.2.5 The Influencer
- 1.3. Geomarketing
  - 1.3.1 The Concept
  - 1.3.2 Variables
  - 1.3.3 Social Network Geomarketing
  - 1.3.4 Uses of Geolocalization
- 1.4. Branded Content
  - 1.4.1 The Concept
  - 1.4.2 Differences with Conventional Advertising
  - 1.4.3 Differences with Content Marketing?
  - 1.4.4 Differences with Product Placement
  - 1.4.5 Advantages
  - 1.4.6 Examples:
- 1.5. How to Manage Social Networks?
  - 1.5.1 What Is Social Media Management?
  - 1.5.2 Purpose of Managing Social Networks
  - 1.5.3 Tools: Hootsuite, Google Analytics, Google Ads
  - 1.5.4 Techniques for Gain Followers





- 1.6. Visual Storytelling on Instagram
  - 1.6.1 What Is Visual Storytelling?
  - 1.6.2 The Types of Content on Instagram
  - 1.6.3 Optimizing a Profile on Instagram
  - 1.6.4 Visual References Profiles
- 1.7. Define a Style
  - 1.7.1 Thematic Choice
  - 1.7.2 Define a Style
  - 1.7.3 Planning and Materials
  - 1.7.4 Practice: What Do I Want to Convey?
- 1.8. Creating Content
  - 1.8.1 Photographs Editing and Filters
  - 1.8.2 Videos
  - 1.8.3 Capture Audience
  - 1.8.4 What, How and When?
- 1.9. Narrative Photographs
  - 1.9.1 Extending the Time of a Post
  - 1.9.2 Mistakes to Avoid
  - 1.9.3 Project: Narrative Photographs
  - 1.9.4 Project Analysis
- 1.10. Universal Design
  - 1.10.1 Concept and Principles
  - 1.10.2 European Position on Universal Design
  - 1.10.3 The Future of Accessibility
  - 1.10.4 Examples:

# 04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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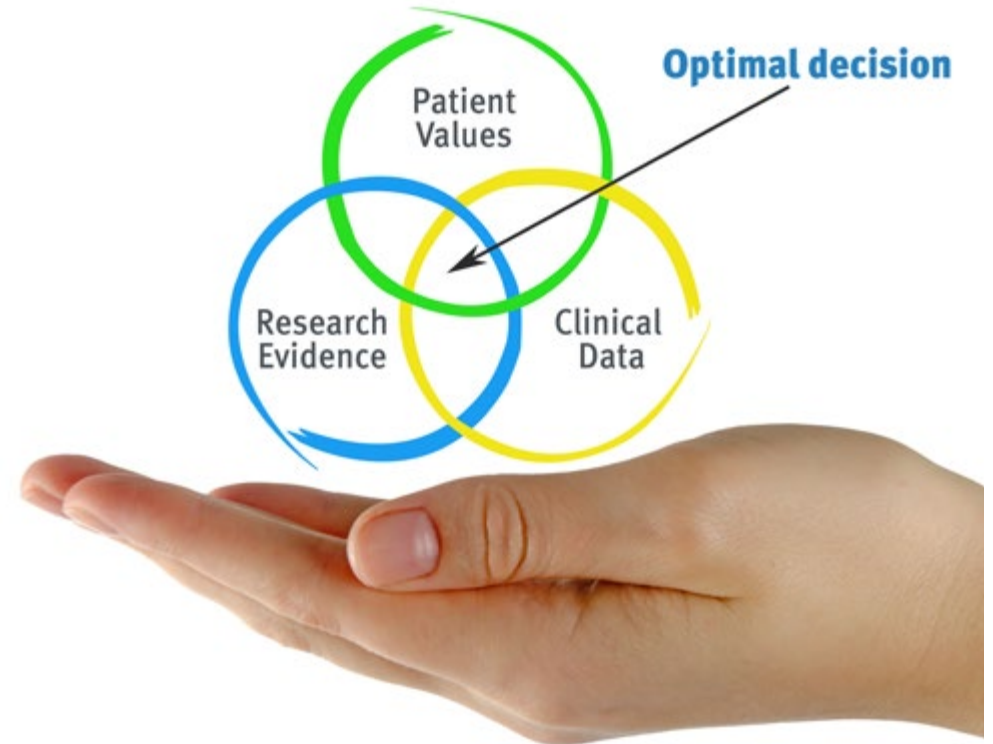
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.



*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*





*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



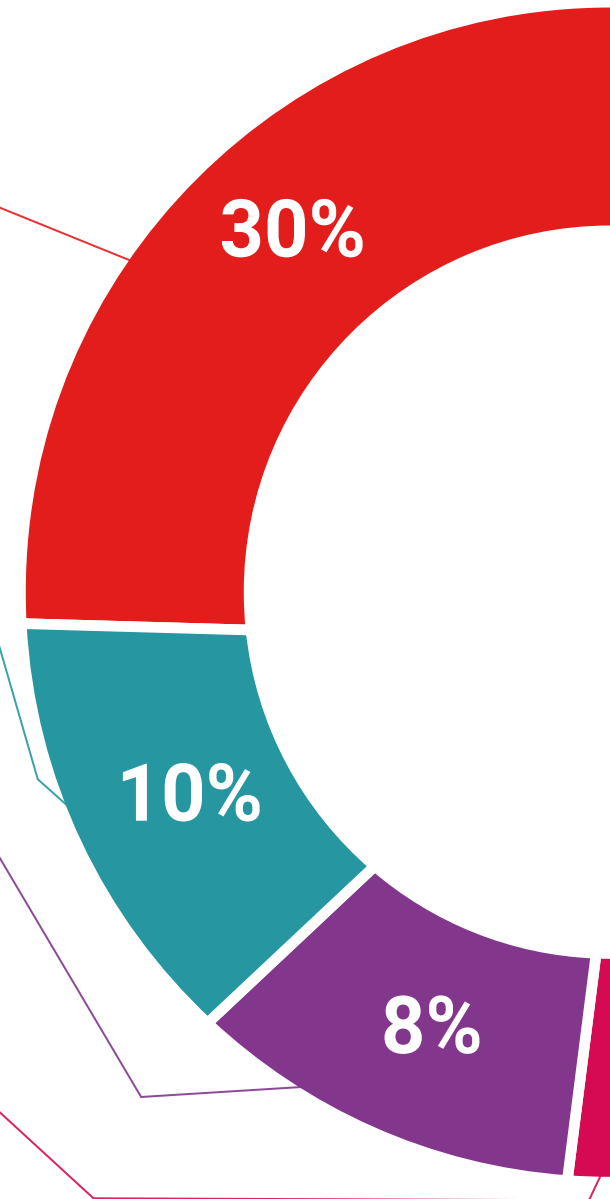
### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.





# 05 Certificate

The Postgraduate Certificate in Social Media Projects guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in Social Media Projects** contains the most complete and up-to-date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Social Media Projects**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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BLOG

Choose your unique style and from a  
templates. Adjust the graphics, images and  
components. Showcase your best and start  
y. Our customer support is always for you.

CREATE YOUR BLOG

