Postgraduate Certificate

Social Media and Blogs in Teaching

tech *technological university*

Postgraduate Certificate
Social Media and Blogs in Teaching

Course Modality: **Online**

Duration: **2 months.**

Certificate: **TECH Technological University**

Official N° of Hours: **150 h.**

Website: **www.techtitute.com/in/postgraduate-certificate/social-media-blogs-teaching**

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Introduction

Technology is making more and more inroads into our lives, and education is no stranger to such progress, hence the importance of knowing the latest advances in this regard to learn how to take advantage of it in the field of teaching. This is why new niche opportunities have arisen in terms of virtual teaching, hence the need to have qualified and prepared professionals who know how to apply these technological advances to the way of teaching.

"This Postgraduate Certificate in Social Media and Blogs in Teaching will generate a sense of confidence in the performance of your profession, which will help you grow personally and professionally"

An essential complement for those who want to venture into the world of digital education, knowing the peculiarities of teaching, learning about the technological tools applied to it.

This Postgraduate Certificate offers a practical and complete vision of the field of Social Media and Blogs in Teaching, starting from the most basic tools, through the development of digital teaching skills.

An advance over the eminently theoretical programs, focused on teaching work in physical classrooms, which do not address in depth the use of technology in the educational context, without forgetting the role of teaching innovation.

This vision allows a better understanding of the functioning of the appropriate technology at different educational levels so that the professional can have different options for its application in their job according to their interest.

This Postgraduate Certificate covers the studies required to specialize in Social Media and Blogs in Teaching for those who want to enter the world of teaching, all offered from a practical perspective, with emphasis on the most innovative aspects in this regard.

The students of the Postgraduate Certificate will have access to knowledge about teaching at both the theoretical and applied level, so that it will be useful for their present or future performance, thus offering a qualitative advantage over other professionals in the sector.

It also facilitates the incorporation to the labor market or the promotion in it, with an extensive theoretical and practical knowledge that will improve their skills in their daily work.

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

- Development of more than 75 case studies presented by experts in Social Media and Blogs in Teaching
- The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice.
- News on Social Media and Blogs in Teaching
- It contains practical exercises where the self-assessment process can be carried out to improve learning
- Algorithm-based interactive learning system for decision-making in the situations that are presented to the student.
- With special emphasis on evidence-based methodologies in Social Media and Blogs in Teaching.
- All of this will be complemented by 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

Update your knowledge with the Postgraduate Certificate in Social Media and Blogs in Teaching"

This Postgraduate Certificate is the best investment you can make when selecting a refresher program, for two reasons: in addition to updating your knowledge in Social Media and Blogs in Teaching, you will obtain a qualification from the largest Digital University in the world, TECH"

The teaching staff includes professionals from the field of Social Media and Blogs in Teaching, who bring their experience to this program, as well as renowned specialists belonging to leading 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 an immersive program to learn 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 Postgraduate Certificate. For this purpose, professionals will be assisted by an innovative, interactive video system created by renowned and experienced experts in the field of Social Media and Blogs in Teaching with extensive teaching experience.

Increase your decision-making confidence by updating your knowledge through this Postgraduate Certificate.

Take the opportunity to learn about the latest advances in Social Media and Blogs in Teaching and improve the experience of your students.

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Objectives

The Postgraduate Certificate in Social Media and Blogs in Teaching is aimed at facilitating the performance of professionals dedicated to working with children and adolescents at all educational levels.

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This Postgraduate Certificate is designed for you to update your knowledge in Social Media and Blogs in Teaching, with the use of the latest educational technology, to contribute with quality and confidence to the decision-making and monitoring of your students"

General Objectives

- Introduce students to the world of teaching, from a global perspective in order to prepare them for their future employment
- Know the new tools and technologies applied to teaching
- Explore digital competencies in depth
- Show the different options and ways the teacher can work in their post
- Promote the acquisition of communication and knowledge transmission skills and abilities
- Encourage continuous training of students and an interest in teaching innovation

Make the most of the opportunity and take the step to get up to date on the latest developments in the management of Social Media and Blogs in Teaching"

Specific Objectives

- Describe the evolution of Facebook, how to create and manage a profile, how to use Facebook as a search engine and its use as a teaching tool

- Explain the evolution of Twitter, how to create and manage a profile, how to use Twitter as a search engine and its use as a teaching tool

- Know in depth the evolution of LinkedIn, how to create and manage a profile, how to use the network as a search engine and its use as a teaching tool

- Understand the evolution of YouTube, how to create and manage a profile, how to use YouTube as a search engine and its use as a teaching tool

- Explain the evolution of Instagram, how to create and manage a profile, how to use Instagram as a search engine and its use as a teaching tool

- List the different digital formats for the creation of content in the different social networks

- Define the uses that Social Media provide for teachers

- Learn in depth how to manage a communication crisis in Social Networks

- Describe the different tricks that will help them to be more effective in Social Media

Course Management

The program includes in its teaching staff reference specialists in Social Media and Blogs in Teaching, who share their work experience in this program. Additionally, other recognized specialists participate in its design and preparation, which means that the program is developed in an interdisciplinary manner.

Learn from leading professionals, the latest advances in procedures in the field of Social Media and Blogs in Teaching"

Management

Mr. Gris Ramos, Alejandro

- Technical Engineer in Computer Management
- Master's Degree in E-Commerce and specialist in the latest technologies applied to teaching, Digital Marketing, web application development and Internet business
- Director of Persatrace, web development and digital marketing agency
- Director of Club de Talentos
- Computer Engineer UNED
- Master's Degree in Digital Teaching and Learning TECH Education

Professors

Mr. Albiol Martín, Antonio

- Master's Degree in Education and Information and Communication Technologies from the UOC
- Master's Degree in Literary Studies
- Graduate in Philosophy and Literature
- Head of CuriosiTIC: JABY School's ICT Integration Program in the classroom

Mr. Azorín López, Miguel Ángel

- Teacher specialized in Physical Education
- Expert in the Flipped Classroom (Level I Flipped Learning and level I Trainer Flipped Learning, TOP-100 Flipped Learning Worldwide Teachers)

Mr. Cabezuelo Doblaré, Álvaro

- Psychologist expert in Digital Identity and Master's Degree in Communication, Digital Marketing and Social Media
- Teacher of Digital Identity, Social Media Manager in a Communication Agency and a Teacher in Aula Salud

Mr. De la Serna, Juan Moisés

- PhD in Psychology and Professional Master's Degree in Neurosciences and Behavioral Biology
- Author of the Cátedra Abierta de Psicología y Neurociencias and scientific disseminator
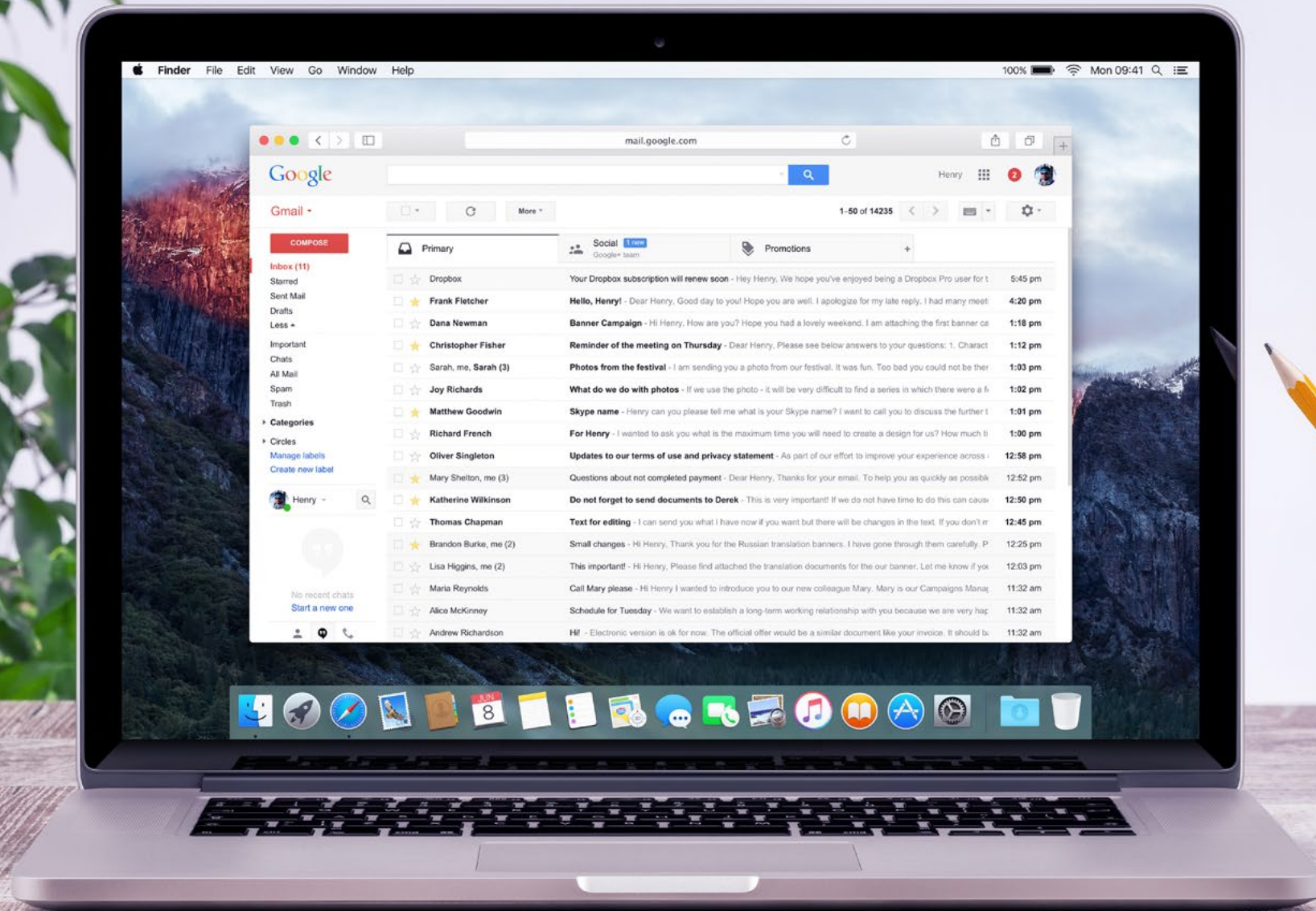
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Structure and Content

The structure of the contents has been designed by a team of professionals from the best educational centers and universities in the national territory, aware of the relevance of the current developments to be able to intervene in the specialization and support of high-capacity students, and committed to quality teaching through new educational technologies.

" *This Postgraduate Certificate in Social Media and Blogs in Teaching contains the most complete and up-to-date scientific program on the market"*

Module 1. Social Media and Blogs in Teaching

A unique, key, and decisive experience to boost your professional development"

Methodology

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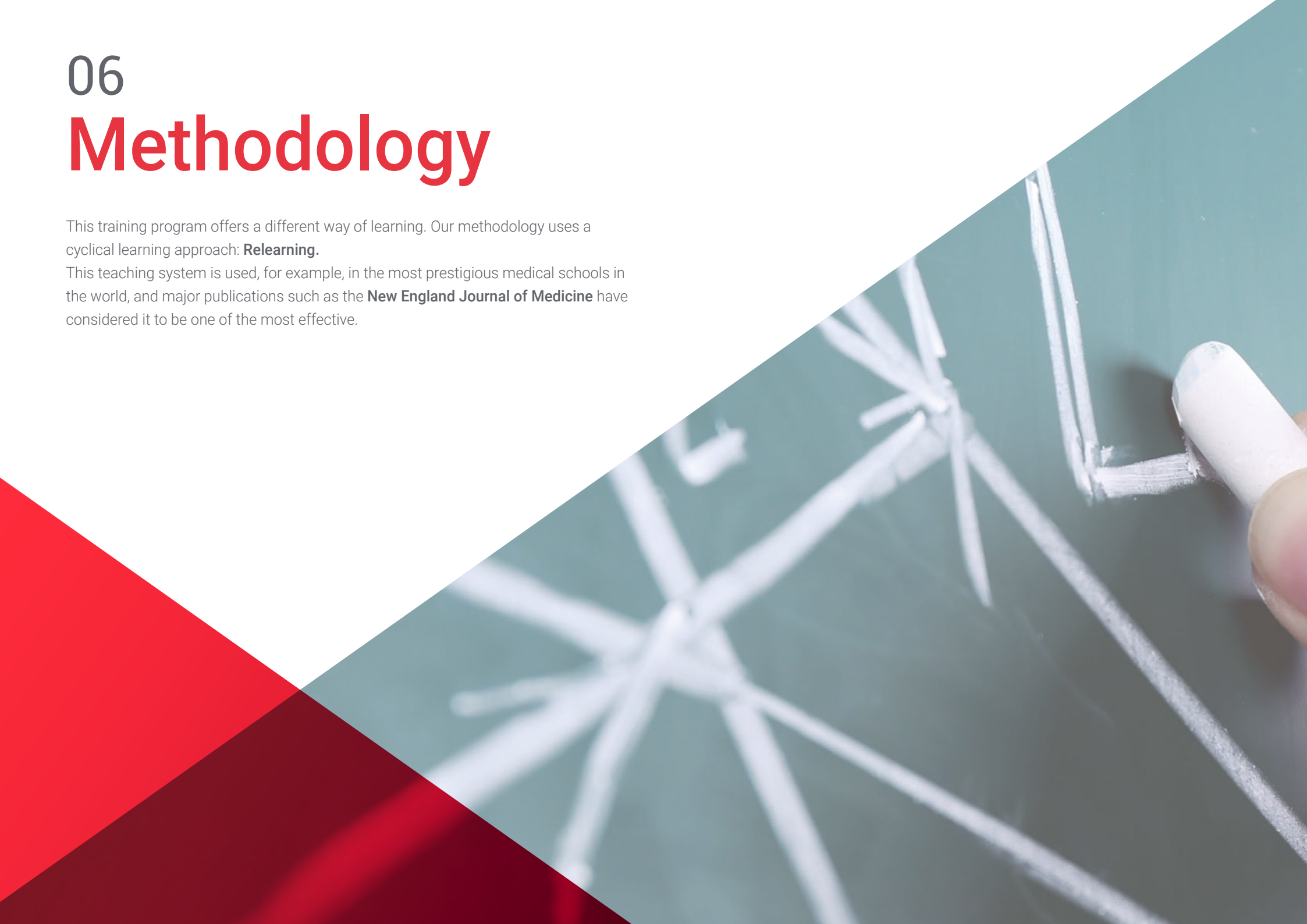
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world.

It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions.

" *Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method"*

The effectiveness of the method is justified by four fundamental achievements:

1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.

2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.

Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.

The overall score obtained by our learning system is 8.01, according to the highest international standards.

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

Study Material

All teaching material is produced by the specialist educators who teach the course, specifically for the course, so that the teaching content is really 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.

20%

Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.

15%

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 multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".

15%

3%

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.

20%

17%

7%

3%

Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.

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 your goals.

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.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.

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Certificate

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

This **Postgraduate Certificate in Social Media and Blogs in Teaching** contains the most complete and up-to-date scientific 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 certificate 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 and Blogs in Teaching**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in
Social Media and Blogs in Teaching

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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