

# Postgraduate Certificate Social Media and Blogs in Teaching





## Postgraduate Certificate Social Media and Blogs in Teaching

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/education/postgraduate-certificate/social-media-blogs-teaching](http://www.techtitute.com/us/education/postgraduate-certificate/social-media-blogs-teaching)

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# 01

# Introduction

Technology is making more and more inroads into our lives and education is no stranger to this advance. Therefore, it is important to be aware of the latest advances in this area in order to learn how to make the most 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.





*Learn about the latest advances in  
Social Media and Blogs in Teaching"*

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 a theoretical and applied level, so that it will be useful for their current or future performance, thereby offering a qualitative advantage over other professionals in the field.

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.

At the same time, graduates of this program will be able to master the principles of digital education through a 100% online learning platform. All this with the accompaniment of an experienced teaching staff in which a specialist internationally renowned participates. The latter will be conducting an exhaustive Masterclass in which graduates will be able to rigorously broaden their knowledge.

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
- ♦ Latest developments on Social Media and Blogs in Teaching
- ♦ It contains practical exercises where the process of self-evaluation can be carried out to improve learning
- ♦ An algorithm-based interactive learning system for decision-making in the situations students are posited
- ♦ 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



*Do not miss the opportunity to enhance your skills with the help of an international teacher and through this TECH university qualification"*



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*This Postgraduate Certificate is 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 certificate issued by TECH Global University"*

*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.*

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide professionals with situated and contextual learning, i.e., a simulated environment that will provide immersive training, designed for training oneself 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 during the course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02

# 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

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- ♦ Introduce students to the world of teaching, from a global perspective in order to prepare them for their future employment
- ♦ Get to 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
- ♦ Foster 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

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- ♦ 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 media
- ♦ Define the uses that social media provide for teachers
- ♦ Learn in depth how to manage a communication crisis in social media
- ♦ Describe the different tricks that will help students to be more effective in social media



03

# 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.





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

## International Guest Director

Dr. Dr. Stephanie Doscher is an internationally renowned educational leader, recognized for her influence in the field of **global learning** and **comprehensive internationalization**. As **Director** of the **Office of Collaborative Online International Learning (COIL)** at Florida International University (FIU), she has forged a pioneering path in creating inclusive and accessible educational strategies for all students.

With a focus on leadership and organizational change, Dr. Doscher is recognized for her ability to facilitate meaningful transformations in educational settings. In addition, her emphasis on connection, collaboration, communication, and continuous improvement underscores her commitment to **educational excellence** and her vision of **accessible global learning for all students**.

Doscher's research interests encompass teaching and assessment strategies for **global learning**, as well as the convergence between **global learning**, **comprehensive internationalization**, **social innovation**, and **inclusive excellence**. Her recent work focuses on the relationship between **diversity** and **knowledge production** through the **online COIL exchange**.

In fact, she has a prolific academic output, with multiple articles in renowned journals such as the Journal of International Students, EAIE Forum, and the International Association of Universities' Handbook of Internationalisation of Higher Education. She has also participated in presentations at various international conferences and workshops, enriching the academic dialogue on **global education**.

Likewise, her contributions as **co-author** of works such as *"The Guide to COIL Online Exchange"* and *"Making Global Learning Universal: Promoting Inclusion and Success for All Students"*, have consolidated her position as a leading expert in the **global education field**. Both manuals have served to engage university students in collaborative global learning problem solving. Not to mention her prominent role as host of the podcast *"Making Global Learning Universal"*.





## Dr. Doscher, Stephanie

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- ♦ Director of Office of Collaborative Online International Learning (COIL), FIU, Miami, United States
- ♦ Global Learning Specialist
- ♦ Ph.D. in Educational Administration and Supervision from FIU
- ♦ Master's Degree in High School Education from Western Washington University
- ♦ Member of: Center for Leadership en FIU, Association of American Colleges and Universities (AAC&U), American Evaluation Association (AEA), American International Education Association (AIEA), Comparative and International Education Society (CIES), European International Education Association (EAIE), Florida Consortium for International Education (FCIE), NAFSA: Association of International Educators, Professional and Organizational Development Network (POD)
- ♦ Featured Awards: Institute for International Education's Andrew Heiskell Award for Campus Internationalization (2016), APLU Gold Award for Institutional Award for Global Learning, Research, and Engagement (2019), NAFSA Senator Paul Simon Award for Campus Internationalization (2021)

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*Thanks to TECH you will be able to learn with the best professionals in the world”*

## Management



### Mr. Gris Ramos, Alejandro

- ♦ Technical Engineer in Computer Management
- ♦ CEO & Founder from Club de Talentos
- ♦ CEO Persatrace, Online Marketing Agency
- ♦ Business Development Director at Alenda Golf
- ♦ Director of the PI Study Center
- ♦ Director of Web Application Engineering Department at Brilogic
- ♦ Web programmer at Grupo Ibergest
- ♦ Software/web programmer at Reebok Spain
- ♦ Technical Engineer in Computer Management
- ♦ Master's Degree in Digital Teaching and Learning, TECH Education
- ♦ Master's Degree in High Abilities and Inclusive Education
- ♦ Master's Degree in E-Commerce
- ♦ Specialist in the latest technologies applied to teaching, digital marketing, web application development and Internet business

## Professors

### Mr. Albiol Martín, Antonio

- ♦ ICT Coordinator at JABY School
- ♦ Head of the Department of Spanish Language and Humanities
- ♦ Professor of Spanish Language and Literature
- ♦ Degree in Philosophy from the Complutense University of Madrid
- ♦ Master's Degree in Literary Studies. Complutense University of Madrid
- ♦ Master's Degree in Education and ICT, Specialty in E-Learning  
Open University of Catalonia

### Mr. Azorín López, Miguel Ángel

- ♦ Teacher specialized from Physical Education Primary
- ♦ Primary School Teacher at Colegio Padre Dehon. Novelda, Spain
- ♦ Creator of the Flipped Primary App
- ♦ Collaborating teacher at Ineverycrea
- ♦ Genially Ambassador
- ♦ Google Trainer
- ♦ Coach Edpuzzle
- ♦ Teaching Degree with Specialization in Physical Education from the University of Alicante
- ♦ Expert in Flipped Classroom, Level I Flipped Learning and Level I Instructor Flipped Learning
- ♦ Top 100 Flipped Learning Worldwide Teachers Candidate

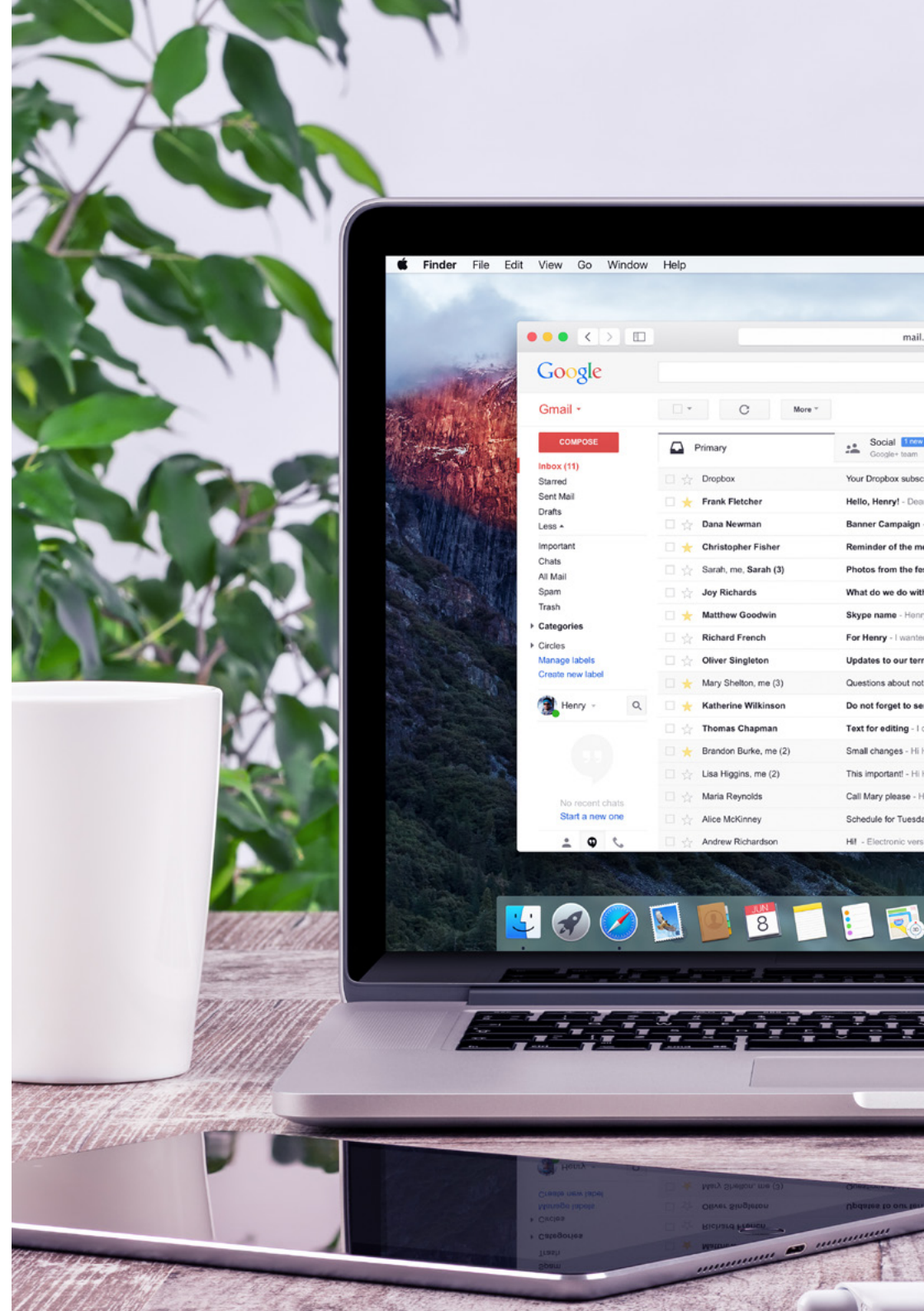
### Mr. Cabezuelo Doblare, Álvaro

- ♦ Psychologist expert in Digital Identity
- ♦ Teacher of Graphic Design, Digital Marketing and Social Networks at Escuela Arte Granada
- ♦ Associate Professor in the Higher Cycle of Marketing and Advertising at the Queen Elizabeth International Training Center
- ♦ Teaching Staff at Terceto Comunicación
- ♦ Social Media at Making Known, Comunicación Estratégica
- ♦ Social Media and Psychologist at the StopHaters Association
- ♦ Social Media at HENDRIX Agency
- ♦ Social Media Manager at Doctor Trece
- ♦ Teaching staff of Social Networks for Business at the Granada Chamber of Commerce
- ♦ Teacher of Digital Identity and Social Media Manager in a Communication Agency
- ♦ Teacher at Aula Salud
- ♦ Degree in Psychology from the University of Granada
- ♦ Master's Degree in Social Media, Community Manager and Audiovisual Communication at Complutense University of Madrid
- ♦ Master's Degree in Adult Clinical Psychology, Clinical Psychology from the Aaron Beck Center for Psychology. Aaron Beck Center for Psychology



**Dr. De la Serna, Juan Moisés**

- ♦ Writer specializing in Psychology and Neurosciences
- ♦ Author of the Open Chair in Psychology and Neurosciences
- ♦ Scientific disseminator
- ♦ PhD in Psychology
- ♦ Degree in Psychology. University of Seville
- ♦ Master's Degree in Neurosciences and Behavioral Biology Pablo de Olavide University, Seville
- ♦ Expert in Teaching Methodology. La Salle University
- ♦ University Specialist in Clinical Hypnosis, Hypnotherapy. National University of Distance Education - UNED.
- ♦ Postgraduate Certificate in Social Graduate, Human Resources Management, Personnel Administration. University of Seville
- ♦ Expert in Project Management, Administration and Business Management. Federation of Services U.G.T
- ♦ Trainer of Trainers. Official College of Psychologists of Andalusia





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*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”*



# 04

## Structure and Content

The structure of the contents has been designed by a team of professionals from the best international educational centers and universities, 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.





A close-up photograph of a person's hand holding a blue pen, positioned over a tablet computer and an open notebook. The background is a solid red color that transitions into a white diagonal shape on the right side of the page.

“

*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 Networks and Blogs in Teaching

- 1.1. Social Networks
  - 1.1.1. Origin and Evolution
  - 1.1.2. Social Networks for Teachers
  - 1.1.3. Strategy, Analytics and Content
- 1.2. Facebook
  - 1.2.1. The Origin and Evolution of Facebook
  - 1.2.2. Facebook Pages for Educational Dissemination
  - 1.2.3. Groups
  - 1.2.4. Facebook Search and Database
  - 1.2.5. Tools
- 1.3. Twitter
  - 1.3.1. The Origin and Evolution of Twitter for Educational Dissemination
  - 1.3.2. Twitter Search and Database
  - 1.3.3. Tools
- 1.4. LinkedIn
  - 1.4.1. The Origin and Evolution of LinkedIn
  - 1.4.2. LinkedIn Teaching Profile
  - 1.4.3. LinkedIn Groups
  - 1.4.4. LinkedIn Search and Database
  - 1.4.5. Tools
- 1.5. YouTube
  - 1.5.1. The Origin and Evolution of YouTube
  - 1.5.2. YouTube Channel for Educational Dissemination
- 1.6. Instagram
  - 1.6.1. The Origin and Evolution of Instagram
  - 1.6.2. Instagram Profile for Educational Dissemination



- 1.7. Multimedia Contents
  - 1.7.1. Photography
  - 1.7.2. Infographics
  - 1.7.3. Videos
  - 1.7.4. Live Videos
- 1.8. Blogging and Social Media Management
  - 1.8.1. Basic Rules for Social Media Management
  - 1.8.2. Uses in Teaching
  - 1.8.3. Content Creation Tools
  - 1.8.4. Social Media Management Tools
  - 1.8.5. Social Networking Tips
- 1.9. Analytical Tools
  - 1.9.1. What do we Analyze?
  - 1.9.2. Google Analytics
- 1.10. Communication and Reputation
  - 1.10.1. Source Management
  - 1.10.2. Communication Protocols
  - 1.10.3. Crisis Management

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



05

# 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.







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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"*

## 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.*

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*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.*



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.



#### 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.



#### 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".



#### 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.





**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.





06

# 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 Global University.





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

This private qualification will allow you to obtain a **Postgraduate Certificate in Social Media and Blogs in Teaching** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

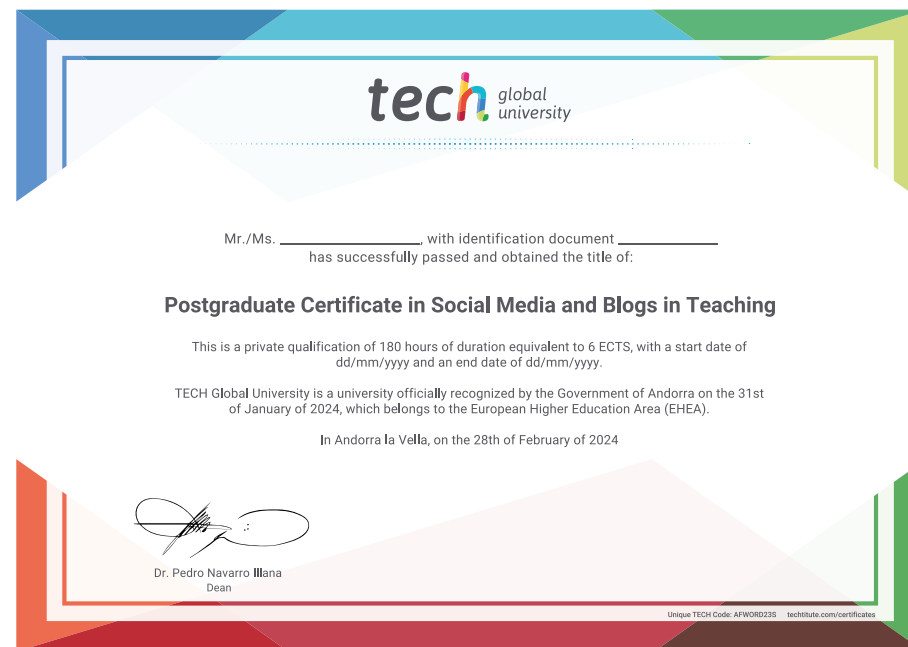
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Social Media and Blogs in Teaching**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University 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



## Postgraduate Certificate Social Media and Blogs in Teaching

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