Postgraduate Certificate
Social Media Branding

tech technological university

Postgraduate Certificate
Social Media Branding

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

Website:

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01
Introduction

Social networks have become one of the main channels of communication between brands and their public, so it is essential to know how to use them to build a solid and coherent brand image in the digital environment. Technological advances and the growing demand for professionals in this field make knowledge in Social Media Branding increasingly urgent. Against this backdrop, this quality Postgraduate Certificate was created, allowing students to organize their academic resources in a flexible manner. An academic option that will lead communication professionals to acquire the necessary skills and knowledge to design and implement effective branding strategies in social networks and differentiate themselves in an increasingly competitive market.

Expand your knowledge in Social Media Branding and become a reference in the digital market with this Postgraduate Certificate"

Currently, Social Media Branding has become a key discipline for building a solid and coherent image of a brand in the digital environment, and this is due to the fact that social networks are one of the main channels of communication between brands and their audience.

For this reason, having in-depth knowledge in this field is becoming increasingly important, as companies are looking for professionals with the skills and capacity to design and implement effective strategies in this area. This is where the need arises for this 100% online TECH Technological University Postgraduate Certificate in Social Media Branding, which offers quality education for those seeking to stand out in the digital market.

This Postgraduate Certificate is an opportunity for communication professionals to broaden their knowledge in the area of Social Media Branding and to acquire the necessary skills for the design of effective strategies in social networks. The Relearning pedagogical methodology, which is used in the program, allows students to learn much more effectively and reduces the long hours of study.

A unique opportunity to study a flexible Postgraduate Certificate that adapts to the real needs of the graduate. All you need is a digital device with an Internet connection to view, at any time of the day, the content of this academic option, which is at the forefront.

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

- The development of practical case studies presented by experts in Communication, Marketing and Public Relations
- The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work
- Content that is accessible from any fixed or portable device with an Internet connection

❝

It boosts the brand image of companies and professionals in social networks and attracts an increasingly demanding public"

Elaborate really effective strategies in social networks thanks to the teaching acquired with this Postgraduate Certificate.

An academic option that adapts to you and therefore offers you the possibility to self-manage your study time and access the comprehensive Social Media Branding syllabus whenever you want.

"

Use the latest analytics tools to optimize your social media strategies"

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

Its 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 education programmed to learn in real situations.
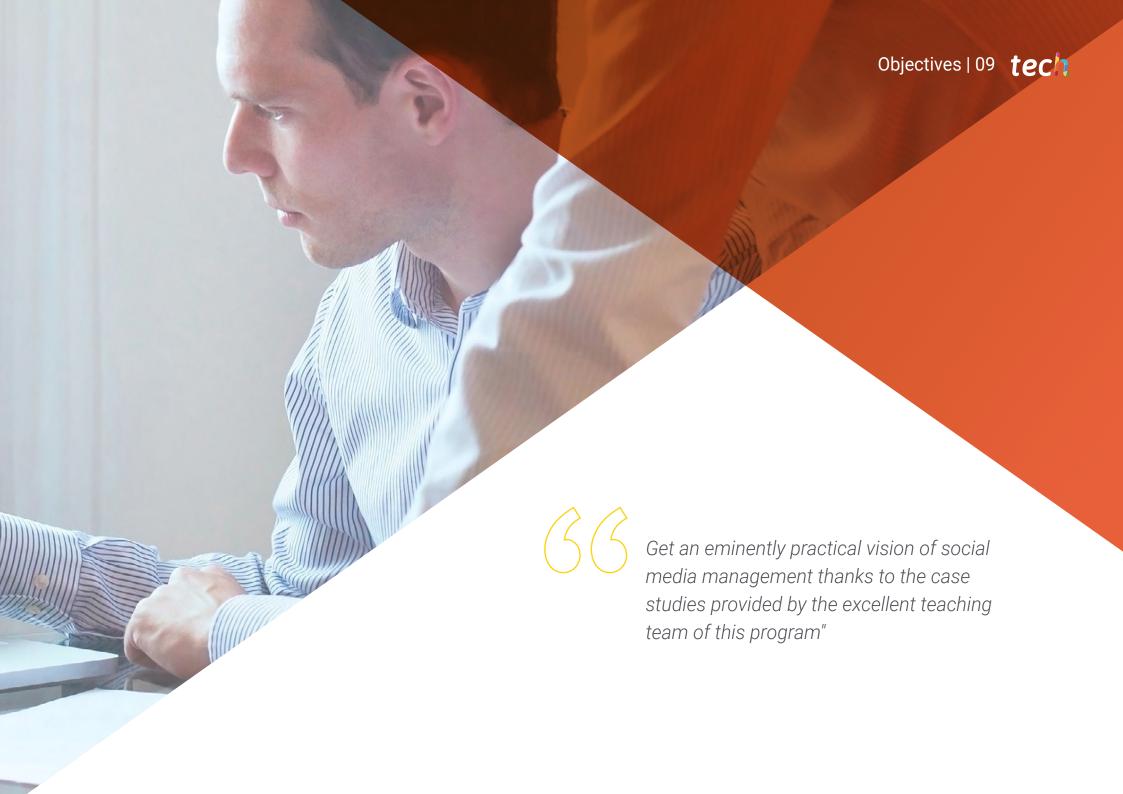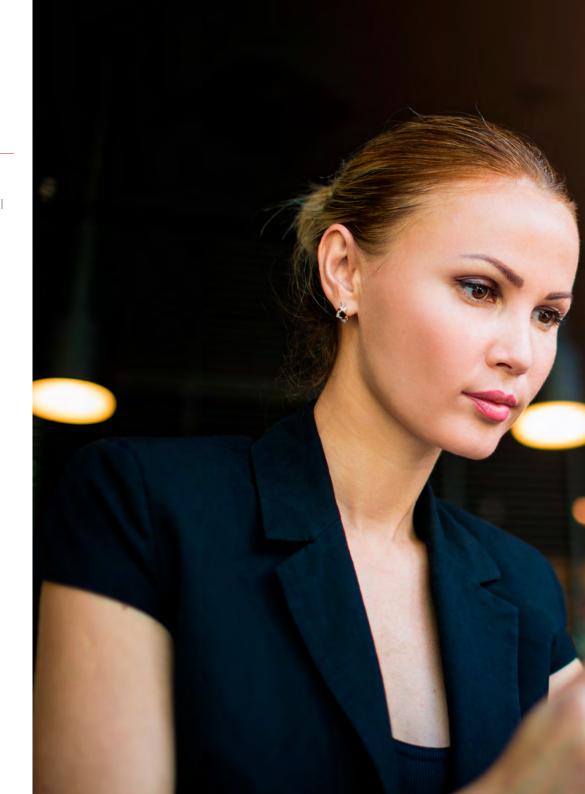
The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. This will be done with the help of an innovative system of interactive videos made by renowned experts.

02
Objectives

The objectives that a student in this program can achieve are varied and ambitious. A Postgraduate Certificate that will allow students to develop skills to design and implement effective branding strategies in social networks, which will make them highly qualified professionals to work in the digital market. In addition, the student will acquire knowledge about the latest trends in digital marketing and learn how to manage the online reputation of a brand.

Get an eminently practical vision of social media management thanks to the case studies provided by the excellent teaching team of this program"

General Objectives

- Identify and define the main elements for developing and effectively managing a personal brand

- Discover the elements that will help you work on your personal brand identity and achieve coherence

- Work in depth on the strategic elements that will form the basis of your messages and personal story

- Develop the message in its different rational and emotional forms

- Conceptualize a content strategy in line with the personal brand

- Examine the possibilities offered by the main social platforms for the design of effective personal branding strategies

- Identify the steps for the development of a strategic plan for personal branding in social media, establishing objectives and KPIs to measure results

- Analyze and define the main elements that make up an optimized LinkedIn profile, compiling effective strategies to strengthen the digital presence on this platform

- Determine how to approach and improve the process of content creation

- Study success stories of personal brands in different sectors

Specific Objectives

- Determine the importance of Social Media Branding and how a consistent digital presence can help boost your consistent digital presence can help boost your career
- Analyze the process of creating a content strategy that reflects personal brand identity and connects with the audience on different social media platforms
- Identify the different objectives that can be applied to personal branding in the social media
- Fundamentalize the use of Instagram, Facebook, Twitter and Tiktok for personal branding
- Identify best practices on these social platforms to increase engagement and visibility of the personal brand
- Examine the variables for analysis and measurement of results offered by each platform

In just 6 weeks you will be able to boost your clients' personal brand on Social Networks such as Instagram, Facebook, Twitter and Tiktok"

03

Course Management

The teaching team of this Postgraduate Certificate is highly qualified and is composed of active professionals with extensive experience in the field of Communication, Marketing and Public Relations. Their experience in the design and implementation of Social Media Branding strategies for companies from different sectors, which allows them to bring a practical and updated vision to this program. In addition, graduates will be able to resolve any doubts they may have about the content of this Postgraduate Certificate thanks to the proximity of the specialized teaching staff.

TECH Technological University has brought together the best specialists in the areas of Communication, Public Relations and Marketing for you to become an expert in Social Media Branding"

Management

Ms. Vázquez Viaño, Laura María

- Director of Marketing and Digital Strategy at Torres and Carrera
- Director of Client Services and Chief Marketing Officer at Roi Scroll
- Head of Social Media and Digital PR at Havas
- Senior Communications & Social Media Consultant at Best Relations
- Account Executive Junior Advertising and PR- Noa Nogueira
- Teacher at Universidad Europea Miguel de Cervantes
- Teacher at Escuela Internacional de Marketing
- Teacher at Escola Superior de Relaciones Públiques de Barcelona
- Teacher at IEBS
- Degree in Advertising and Public Relations. Double Extraordinary End of Degree Award of the Xunta de Galicia and the University of Vigo
- Postgraduate degree in Search and Social Media Marketing from the University of Barcelona
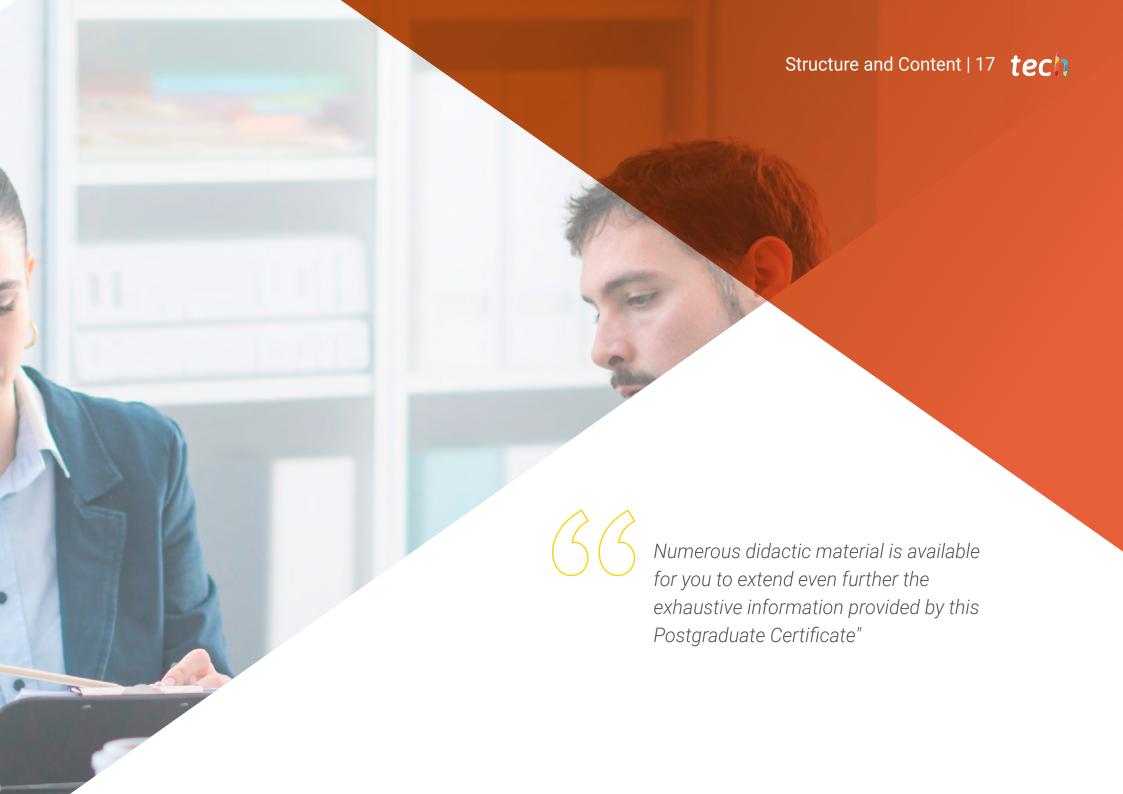
Professors

Dr. López Rodríguez, Carla

- International consultant and Personal Brand Building trainer
- Visual Comercial, responsible for product presentation at Inditex in Austria
- Teacher at the University of Vigo
- Teacher at University Bring

- Degree in Advertising and PR the University of Alicante
- Degree in Audiovisual Communication at the University Vigo
- Dr. in Communication from the University of Vigo with International Mention and Cum Laude
- Master's Degree in Strategic Management and Innovation in Communication from the University of Malaga

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Structure and Content

The curriculum of the Postgraduate Certificate in Social Media Branding is designed to offer a complete and updated education in the discipline. All course content is available 24 hours a day and is accessible from any digital device. This means that students will be able to access the study material in a flexible way, allowing them to organize their study time according to their needs and schedules. In addition, access to digital content at any time ensures that learning can take place from anywhere in the world and at any time of the day.

"Numerous didactic material is available for you to extend even further the exhaustive information provided by this Postgraduate Certificate"

Module 1. Social Media Branding. Visibility and engagement strategy on Instagram, Twitter, Facebook and TikTok

1.1.   Social Media Branding: Relevance to personal branding

    1.1.1.   Role Playing Personal Brand in Social Media

    1.1.2.   Online management platforms: Personal brand Loudspeaker

    1.1.3.   The pillars of a good digital personal branding strategy

1.2.   Strategic approach as a basis for Social Media Branding

    1.2.1.   The role of research and active listening in personal branding strategy

    1.2.2.   Analysis of the competition in social networks

    1.2.3.   Identifying the target audience for the personal branding strategy

1.3.   Social Media Branding

    1.3.1.   Developing a social media plan for personal branding

    1.3.2.   Identification of the objectives of the personal brand in social networks

    1.3.3.   KPIs to analyze results

1.4.   Engagement and visibility strategies for personal branding

    1.4.1.   Online ecosystem: definition of the digital presence and selection of platforms

    1.4.2.   Factors that drive engagement in social networks

    1.4.3.   Visibility in social networks and best practices

1.5.   Creation of a coherent digital presence

    1.5.1.   Creation of a coherent brand image in social networks: visual identity, verbal anchors and style guides in social networks

    1.5.2.   The brand message and the role of content in the success of the strategy

    1.5.3.   Differentiation of the personal brand in the digital world

1.6.   Content strategy: creation of a social media content strategy that reflects the brand's identity and connects with the audience

    1.6.1.   Content creation process for different social media platforms

    1.6.2.   The importance of storytelling in personal branding on social networks

    1.6.3.   Creation of a publication calendar to maintain a constant and coherent online presence

Learn about the latest trends in digital marketing and apply the best practices in your branding strategy in social networks"

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.

" 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.

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 has been the most widely used learning system among the world's leading business schools for as long as they have existed. 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.

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

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.

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)

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. This methodology has 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, and financial markets and 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.
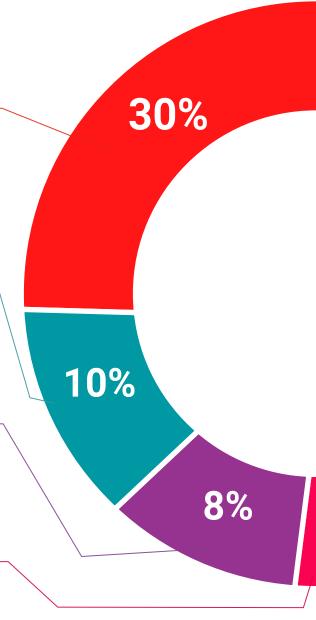
Practising Skills and Abilities

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.

30%

10%

8%

20%

25%

4%

3%

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.

06
Certificate

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

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

This **Postgraduate Certificate in Social Media Branding** contains the most complete and up-to-date 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 Branding**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Social Media Branding

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 diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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