

DELAWARE VALLEY COLLEGE

SOCIAL MEDIA MANAGEMENT CERTIFICATE*

Social media use is widespread in our society today. Two-thirds of Americans who use the Internet are active on Facebook, Google+, LinkedIn or another social platform. How can business leaders, professionals and small business owners leverage social media to make a greater impact? How can executives, human resources professionals, marketing, public relations and communication professionals, educators, and small business owners incorporate social media into their work to increase their competence and improve their marketability in today's competitive market?

The Social Media Management Certificate is designed to help business leaders and professionals develop greater fluency and competency in using social media to accomplish organizational goals and influence favorable outcome, adding a new and necessary skill set for career development and advancement.

Instructor: **CHUCK HALL**, a communication, marketing and social media professional with nearly 30 years of experience. Chuck holds a Bachelor of Arts Degree in Journalism from Penn State University and a Master of Science in Organizational Dynamics from the University of Pennsylvania. He is the principal of the consulting firm Your Marketing Exec, LLC and C Social Systems.

ESSENTIALS OF SOCIAL MEDIA

Learn to use social media on a professional basis, integrating knowledge of social media platforms, technology, social theory, communication strategy and business management practices.

- Develop core knowledge of the dominant social media platforms in use today: Facebook, Twitter, LinkedIn, Google+, YouTube, Foursquare, Pinterest, Instagram and blogs.
- Connect social media management to social, communication and business strategies.
- Integrate multiple social media platforms and measurement practices through integrative tools including TweetDeck, Hootsuite, Google Analytics, Google Alerts, Klout and Facebook Admin Panel.
- Develop a social media strategy for your organization with an emphasis on practical implementation.
- Receive individual professional guidance from the course leader as well as peer feedback.

Course # PRD739 001

No. of Sessions: 6

Times: 6-9 p.m.

Day(s): Thursdays

Location: Delaware Valley College main campus, Doylestown

Dates: January 21-March 7

Tuition: \$395

APPLIED SOCIAL MEDIA MANAGEMENT

This hands-on course allows you to apply knowledge developed in Essentials of Social Media to accomplish business and professional goals.

- Develop in-depth knowledge of social media platforms that best fits your business and professional needs.
- Create a tactical 30- to 60-day social media calendar consistent with your current social media strategy.
- Deploy chosen social media platforms and tactics.
- Analyze social media results and adjust strategies and tactics accordingly.
- Receive individual professional guidance from the course leader as well as peer feedback.

Course # PRD740 001

No. of Sessions: 6

Times: 6-9 p.m.

Day(s): Thursdays

Location: Delaware Valley College main campus, Doylestown

Dates: March 21-April 25

Tuition: \$395

SOCIAL MEDIA IN PROFESSIONAL PRACTICE

Explore, share and learn about social media with the specific lenses of your profession. Customized instruction will cover topics of interest to those working in executive leadership, human resources, marketing, education and training, small business, and community food and farming positions.

- Create a comprehensive presentation on the state of social media for your industry.
- Publish your presentation in social media and elicit feedback from allied professionals beyond the scope of the class.
- Receive individual professional guidance from the course leader as well as peer.

Course # PRD741 001

No. of Sessions: 6

Times: 6-9 p.m.

Day(s): Thursdays

Location: Delaware Valley College main campus, Doylestown

Dates: May 9-June 6

Tuition: \$395

***Students completing all three six-week courses are eligible for the Certificate.**

To register, call 215-489-4848 or email conted@delval.edu