

# Postgraduate Certificate

## Digital Branding and Social Media in Teaching





## Postgraduate Certificate Digital Branding and Social Media in Teaching

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

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

# Index

01

Introduction

---

p. 4

02

Objectives

---

p. 8

03

Course Management

---

p. 12

04

Structure and Content

---

p. 16

05

Methodology

---

p. 22

06

Certificate

---

p. 30

01

# Introduction

With the introduction of ICT, teachers and educators have had to enter fully into a new way of teaching and adapt quickly to this ever-growing technology.





Smart

“

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



Teaching has been redesigned and educators are acquiring new skills to use ICT to its full potential in order to interact in a virtual world and motivate students in distance learning.

Knowledge of social media and its functioning is essential in the education sector in order to be able to make the most of teaching, cooperation and group learning, both among students and among professors.

Learning about *branding digital* is essential for teachers to be able to appropriately manage content and blogs that their students create, as it is vitally important for their students to start to have an online presence.

Nowadays, educators face a great challenge because they have to be ahead of their students, those who have been born in the digital era, for which it is essential to acquire new knowledge about *e-Learning* and the technological advances that are changing the teaching system completely.



*Update your knowledge through this Postgraduate Certificate in Digital Branding and Social Media in Teaching”*

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

- ♦ More than 75 practical cases presented by experts in Digital Branding and Social Media 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 information on Digital Branding and Social Media in Teaching
- ♦ Practical exercises where the self-evaluation 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
- ♦ Special emphasis on evidence-based methodologies in Digital Branding and Social Media 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

“

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

The teaching staff includes teaching professionals from the field of Digital Branding and Social Media in Teaching, who contribute the experience of their work 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 academic experience programmed 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 program. For this purpose, the professional will be assisted by an innovative interactive video system developed by recognized experts in the field of Digital Branding and Social Media in Teaching with extensive teaching experience.

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

*Make the most of the opportunity to learn about the latest advances in Digital Branding and Social Media in Teaching, and improve the education of your students.*



# 02 Objectives

The Postgraduate Certificate in Digital Branding and Social Media in Teaching is aimed at facilitating the performance of teaching professionals who wish obtain new knowledge about ICT, and take the first steps in programming as the main tool for implementing it.





# Academic



“

*This Postgraduate Certificate is organized so that you can update your knowledge in Digital Branding and Social Media in Teaching, with the use of the latest educational technology, to contribute with quality and confidence to decision making and the monitoring of these students”*



## General Objectives

---

- ♦ Acquire fundamental knowledge and skills to be able to carry out the job of teacher, learning everything you need to know about digital identity
- ♦ Know the features of teaching social media and the most appropriate content to use in education
- ♦ Learn to distinguish different forms of communication that different digital tools offer to teaching

“

*Make the most of this opportunity and take the step to get up to date on the latest developments in Digital Branding and Social Media in Teaching”*

A photograph of a person wearing an orange polo shirt, sitting at a desk and writing in a spiral-bound notebook. The person's hands and the notebook are in the foreground, while the background is slightly blurred. A blue semi-transparent box is overlaid on the right side of the image, containing the word 'Learn' in white text.

Learn



## Specific Objectives

---

- ♦ Identify the origin and evolution of Facebook
- ♦ Classify the use of Facebook in teaching
- ♦ Clarifying the origin and evolution of Twitter
- ♦ Understand the use of Twitter in teaching
- ♦ Evaluate the impact of educational social media
- ♦ Monitor educational social networks
- ♦ Classify the defining characteristics of e-learning
- ♦ Explain the advantages and disadvantages of e-learning over traditional teaching
- ♦ Describe the new trends in digital communication
- ♦ Define the new perspectives in teaching, training and labor within the digital framework



03

# Course Management

The Postgraduate Certificate in Digital Branding and Social Media in Teaching includes in its teaching staff renowned education experts, who contribute their work experience to this program. In addition, other specialists of recognized prestige participate in its design and elaboration, completing the program in an interdisciplinary manner.







“

*Learn the latest advances in the field of Digital Branding and Social Media in Teaching from leading professionals"*



## Management



### Mr. Cabezuelo Doblaré, Álvaro

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

## Professors

### Dr. 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

### Mr. Gris Ramos, Alejandro

- ♦ Technical Engineer in Computer Management
- ♦ Master's Degree in E-Commerce and Specialist in the Latest Technologies,
- ♦ Digital Marketing, Web Application Development and Internet Business

### 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



# 04

## Structure and Content

The structure of the contents has been designed by a team of professionals from the best educational centers and universities, who are aware of the relevance of current training to be able to intervene in the preparation and support of high achieving students, and who are committed to quality teaching through new educational technologies.



Edu





# Education

“


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

## Module 1. Social Media and Blogs in Teaching

- 1.1. Social Media
  - 1.1.1. Origin and Evolution
  - 1.1.2. Social Media for Teachers
  - 1.1.3. Strategy, Analytics and Content
  - 1.1.4. Summary
- 1.2. Facebook
  - 1.2.1. The Origin and Evolution of Facebook
  - 1.2.2. Facebook Pages for Teacher Outreach
  - 1.2.3. Groups
  - 1.2.4. Facebook Search and Database
  - 1.2.5. Tools
  - 1.2.6. Summary
- 1.3. Twitter
  - 1.3.1. The Origin and Evolution of Twitter
  - 1.3.2. Twitter Profile for Teacher Outreach
  - 1.3.3. Twitter Search and Database
  - 1.3.4. Tools
  - 1.3.5. Summary
- 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
  - 1.4.6. Summary
- 1.5. YouTube
  - 1.5.1. The Origins and Evolution of YouTube
  - 1.5.2. YouTube Channels for Teacher Outreach
  - 1.5.3. Tool for YouTube
  - 1.5.4. Summary





- 
- 1.6. Instagram
    - 1.6.1. The Origin and Evolution of Instagram
    - 1.6.2. Instagram Profile for Teacher Outreach
    - 1.6.3. Tools
    - 1.6.4. Summary
  - 1.7. Multimedia Contents
    - 1.7.1. Photography
    - 1.7.2. Infographics
    - 1.7.3. Videos
    - 1.7.4. Live Videos
    - 1.7.5. Summary
  - 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 Media Tips
    - 1.8.6. Summary
  - 1.9. Analytical Tools
    - 1.9.1. What do we Analyze?
    - 1.9.2. Google Analytics
    - 1.9.3. Summary
  - 1.10. Communication and Reputation
    - 1.10.1. Source Management
    - 1.10.2. Communication Protocols
    - 1.10.3. Crisis Management
    - 1.10.4. Summary

## Module 2. Digital Identity and Digital Branding

- 2.1. Digital Identity
  - 2.1.1. Definition of Digital Identity
  - 2.1.2. Managing Digital Identity in Teaching
  - 2.1.3. Areas of Application of Digital Identity
  - 2.1.4. Summary
- 2.2. Blogs
  - 2.2.1. Introduction to Blogging in Teaching
  - 2.2.2. Blogs and Digital Identity
  - 2.2.3. Summary
- 2.3. Roles in Digital Identity
  - 2.3.1. Digital Identity of the Student Body
  - 2.3.2. Digital Identity of Teachers
  - 2.3.3. Summary
- 2.4. Branding
  - 2.4.1. What is Digital Branding?
  - 2.4.2. How to Work on Digital Branding?
  - 2.4.3. Summary
- 2.5. How to Position Yourself in Digital Teaching
  - 2.5.1. Introduction to SEO
  - 2.5.2. Positioning a Blog
  - 2.5.3. Introduction to Personal Branding
  - 2.5.4. Successful Cases of Teaching Branding
  - 2.5.5. Typical Uses
  - 2.5.6. Summary
- 2.6. Online Reputation
  - 2.6.1. Online Reputation vs. Physical Reputation
  - 2.6.2. Online Reputation in Teaching
  - 2.6.3. Online Reputation Crisis Management
  - 2.6.4. Summary



- 2.7. Digital Communication
  - 2.7.1. Digital Communication
  - 2.7.2. Personal Communication and Digital Identity
  - 2.7.3. Corporate Communication and Digital Identity
  - 2.7.4. Teacher Communication Tools
  - 2.7.5. Teacher Communication Protocols
  - 2.7.6. Summary
- 2.8. Communication Tools
  - 2.8.1. Communication Plan
  - 2.8.2. Instant Messaging Managers
  - 2.8.3. Email
  - 2.8.4. The Digital Agenda on the New Platforms
  - 2.8.5. Video Conferences
  - 2.8.6. Summary
- 2.9. Evaluation with ICT
  - 2.9.1. Assessment Systems with ICT
  - 2.9.2. The E-Portfolio
  - 2.9.3. Self-Assessment, Peer Assessment, and Feedback
  - 2.9.4. Summary
- 2.10. Material Management Resources
  - 2.10.1. Storage and Retrieval of Resources, Materials, and Tools
  - 2.10.2. Updating Resources, Materials, and Tools
  - 2.10.3. Summary



*A unique, key, and decisive educational 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.





“

*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.*



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 adapted in 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, students can watch them as many times as they 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 educational system for presenting multimedia content 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 their 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 Digital Branding and Social Media 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.



“

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

This **Postgraduate Certificate in Digital Branding and Social Media 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 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 Digital Branding and Social Media in Teaching**  
Official N° of hours: **300 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 quality

online training

development languages

virtual classroom

**tech** technological  
university

Postgraduate Certificate

Digital Branding and Social  
Media in Teaching

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate

## Digital Branding and Social Media in Teaching