

# Postgraduate Diploma

## Social Media Branding



## Postgraduate Diploma Social Media Branding

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-social-media-branding](http://www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-social-media-branding)

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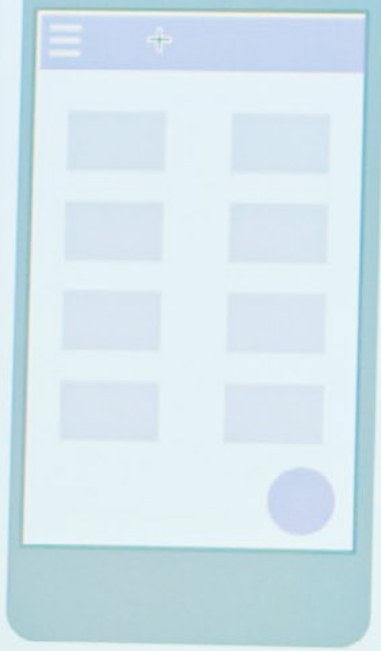
# 01

# Introduction

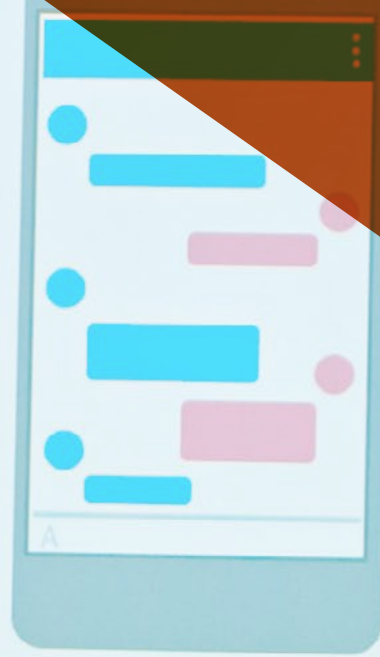
The digital presence has become crucial in the current era, so it is necessary to have a well-developed personal branding strategy to ensure the visibility of brands in an increasingly competitive landscape. Under this context, this program addresses the need to create a personal branding strategy in the digital world, focusing on social networks such as Instagram, Twitter, Facebook and TikTok. This program covers key points such as the visibility and Engagement strategy on social platforms or Personal Branding on LinkedIn. In addition, the program is based on the pedagogical methodology of Relearning, which promotes autonomous learning through a targeted reiteration of the concepts, being designed 100% online.



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*Make your profile as a communicator more valuable by incorporating the latest Social Media Branding strategies into your daily practice”*

Nowadays, the presence in social networks is crucial for any company or brand that wants to be successful in the market. Social networks are a communication channel with millions of users and potential customers, and a fundamental tool for building the image and reputation of a brand. For this reason, the figure of an expert in Social Media Branding is becoming increasingly necessary.

Therefore, the Postgraduate Diploma in Social Media Branding is a specialized academic program that provides journalists and communicators with the knowledge and tools necessary to design and implement an effective branding strategy in social networks. This program is designed for those professionals who want to improve their job profile and acquire skills in the digital field, covering from the essential concepts of Branding and marketing on social platforms to the metrics for measuring results. In fact, success stories in various sectors will be analyzed.

The best thing is that this program is 100% online, with a flexible and personalized teaching methodology that adapts to the needs of each student. In fact, students will internalize each and every one of the concepts more quickly through Relearning and will be able to launch their careers by accessing educational resources at any time of the day.

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

- ♦ Development of case studies presented by experts in Social Media Branding
- ♦ The graphic, schematic, and practical contents with which they are created, provide practical information on the 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 assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Stand out in a key sector by mastering all the metrics for measuring results”*

“

*Design the most advanced strategies to boost your brand's visibility”*

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. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Enhance your skills to increase Engagement by consulting dynamic interactive diagrams, detailed videos or performing self-assessment exercises.*

*An essential qualification if you want to build a powerful network of contacts on LinkedIn.*





# 02

# Objectives

The Postgraduate Diploma in Social Media Branding will allow the student to develop essential skills to build and manage the social media presence of a brand. At the end of the program, the professional will be able to develop an effective Social Media Branding strategy, generating high quality content that represents the values of the brand or interacting with online communities. With this, the communicator will stand out in the digital environment and will be able to offer an added value to their company or enterprise.





“

*Become a reference in brand building through networks such as Instagram, Tiktok, Twitter or Facebook”*



## General Objectives

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- ♦ 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

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

- ♦ 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

### Module 2. Personal Branding on LinkedIn. Visibility and Engagement Strategies on LinkedIn

- ♦ Develop an effective strategy to optimize the LinkedIn profile seeking to create a solid, credible profile that stands out from the average
- ♦ Identify the types of content that have the greatest impact on the audience LinkedIn audience as a basis for creating valuable and relevant content to strengthen professional reputation
- ♦ Determine a content pillar strategy as the basis for an editorial calendar of publications that convey the knowledge, stories, thoughts and messages that will concretize the personal brand on LinkedIn
- ♦ Examine effective techniques, formats and styles for publishing posts on LinkedIn
- ♦ Master the tactics to establish an active and engaged community on LinkedIn by using effective connection, interaction and loyalty strategies

- ♦ Evaluate and analyze the performance of the LinkedIn strategy, by monitoring metrics and analyzing audience activity and behavior in order to adjust and improve strategy in real time

### Module 3. KPIs Personal Brand Impact: Metrics for Measuring Results and Multi-sector Success Stories

- ♦ Fundamentals of the relationship between influence and personal branding
- ♦ Identify best practices in personal branding
- ♦ Establish specific objectives and goals to improve the impact and effectiveness of the Personal Brand Building
- ♦ Analyze the presence of the personal brand in different media and platforms
- ♦ Review and assess KPIs for the improvement of the personal branding strategy



*Achieve your goals and develop effective strategies to optimize your LinkedIn profile”*



03

# Course Management

The teaching staff of this academic opportunity is made up of active specialists with vast experience in the field of Social Media Branding. Each of them has an outstanding professional career in various areas, from content development to online community management. In this way, students will have the opportunity to specialize with renowned experts in the sector and will receive guidance in improving their skills in this discipline.





“

*It's not too late to enroll and benefit from the lessons of a team of leading experts 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 Públicas 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
- ♦ Teacher at the University of Vigo
- ♦ Teacher at University Bring
- ♦ Degree in Advertising and Public Relations from the University of Alicante
- ♦ Degree in Audiovisual Communication from the University of Vigo
- ♦ PhD 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

### Ms. Luque Diaz, Daniela

- ♦ Positions: LinkedIn Branding Consultant
- ♦ Marketing Strategy Coordinator at KIND APP in Sweden
- ♦ Coordinator of Arts Programs in the Department of Arts and Humanities at New York University
- ♦ Management of the marketing strategy for the fashion accessories collection for the AITA brand
- ♦ Project Manager / Marketing & Events at Top Gear Promotions in Dubai
- ♦ Eurofragrance Dubai Operations Coordinator
- ♦ Business Development Director of Grupo Intercom in Barcelona
- ♦ Degree in Film & TV Production at the National University of Colombia
- ♦ Master's Degree in Entrepreneurship & Innovation from Sten K, Johnson Centre for Entrepreneurship Lund University
- ♦ Master's Degree in Public Relations & from ESERP Business School
- ♦ Master's Degree in *Retail Management* from the Autonomous University of Barcelona

# 04

## Structure and Content

The Postgraduate Diploma in Social Media Branding has been designed to provide professionals with the essential tools of social media branding and give them a complete vision of its application in the current environment. In this sense, the program is composed of several modules that focus on strategic elements, message creation, content conceptualization, LinkedIn profile optimization and results measurement. All this in an academic course of 450 hours.



“

*Enroll now to access the most up-to-date and comprehensive Social Media Branding syllabus available on the market”*



## 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
- 1.7. Using Instagram for personal branding

- 1.7.1. Why be on Instagram: reports and audiences
  - 1.7.2. Understanding the algorithm for designing content strategy on Instagram
  - 1.7.3. Best practices to increase engagement and visibility
  - 1.7.4. KPIs Measurement and analysis of results on Instagram
- 1.8. Using Facebook for Personal Brand Building
    - 1.8.1. Why be on Facebook. Reports and Audiences
    - 1.8.2. Understanding the algorithm for designing content strategy on Facebook
    - 1.8.3. Best practices to increase engagement and visibility
    - 1.8.4. KPIs Measurement. Analysis of Facebook results
  - 1.9. Using Twitter for Personal Brand Building
    - 1.9.1. Why be on Twitter: reports and audiences
    - 1.9.2. Best practices to increase engagement and visibility
    - 1.9.2. KPIs Measurement and analysis of results on Twitter
  - 1.10. Using Tik Tok for Personal Brand Building
    - 1.10.1. Why be on Tik Tok: reports and audiences.
    - 1.10.2. Best practices to increase engagement and visibility
    - 1.10.3. KPIs Measurement and analysis of results on Tik Tok

## Module 2. Personal Branding on LinkedIn. Visibility and Engagement Strategies for Building a Personal Brand on LinkedIn

- 2.1. Strengthening the Profile LinkedIn User Profile
  - 2.1.1. Analysis of a LinkedIn user profile
  - 2.1.2. Clarification of LinkedIn use objectives
  - 2.1.3. Identification of areas for improvement in the LinkedIn profile.
- 2.2. Audience Building of followers on LinkedIn
  - 2.2.1. Definition of Audience on LinkedIn
  - 2.2.2. Tailoring the message to the audience on LinkedIn
  - 2.2.3. Audience Building of Publication on LinkedIn
- 2.3. Community of reference on LinkedIn
  - 2.3.1. LinkedIn content leader search

- 2.3.2. Identification of other community members on LinkedIn
- 2.3.3. Interaction and collaboration with other members of the LinkedIn community
- 2.4. Connecting with active users on LinkedIn
  - 2.4.1. Importance of finding active LinkedIn users
  - 2.4.2. Writing an invitation to connect on LinkedIn
  - 2.4.3. Interacting with new contacts on LinkedIn
- 2.5. Development of a solid content strategy through thematic pillars
  - 2.5.1. Identification and positioning of thematic pillars
  - 2.5.2. Identification of the thematic pillars in the strategy
  - 2.5.3. Development and maintenance of the thematic pillars over time
- 2.6. Linking thematic pillars to personal history. The Importance of Emotions
  - 2.6.1. Identification of stories related to the thematic pillars that build credibility and viral potential
  - 2.6.2. How to tell effective stories in LinkedIn
  - 2.6.3. How to connect personal stories with key messages on LinkedIn
  - 2.6.4. Creating a personal story of transformation for a first post on LinkedIn
- 2.7. Generation of impactful content on LinkedIn. Importance of inspiring and teaching
  - 2.7.1. Use of technical or scientific data related to the thematic pillars to create educational content
  - 2.7.2. Benchmarking: case studies of viral content creators on LinkedIn using these techniques
  - 2.7.3. Translating analysis into practice
- 2.8. Preparation of LinkedIn Posts
  - 2.8.1. Selecting the content and format with the greatest potential for LinkedIn posts
  - 2.8.2. Creating a variety of formats and styles for posts on LinkedIn
  - 2.8.3. Publication and follow up of the first posts on LinkedIn
- 2.9. Growing your LinkedIn account: followers and engagement
  - 2.9.1. Importance of Follower Monitoring in LinkedIn
  - 2.9.2. Monitoring of Follower Growth in LinkedIn

- 2.9.3. Use of follower data on LinkedIn
- 2.10. Evaluation and adjustment of the editorial strategy
  - 2.10.1. Identifying trends and patterns in audience behavior
  - 2.10.2. Reinforcing strengths and weaknesses to improve editorial strategy
  - 2.10.3. Digital tools for an advanced use of LinkedIn
  - 2.10.4. Optimal use of LinkedIn as a tool to strengthen digital personal branding

### Module 3. KPIs Personal Brand Building Impact: Metrics for Measuring Results and Multi-sector Success Stories

- 3.1. Personal branding KPIs: Application
  - 3.1.1. Definition and importance of establishing KPIS
  - 3.1.2. Types of KPIs and key indicators for measuring the success of Personal Brand Building
  - 3.1.3. The role of vision and personal brand positioning in KPIs
- 3.2. Selecting the right KPIs to measure your Personal Brand Building success
  - 3.2.1. Variables for selecting relevant KPIs in the Personal Brand Building strategies
  - 3.2.2. Identification of the objectives of the personal brand: Definition of the objectives of the personal brand to establish appropriate KPIs
  - 3.2.3. Prioritization of KPIs according to established objectives and goals
- 3.3. Types of tangible KPIs for Personal Branding
  - 3.3.1. Analysis of scope KPIs
  - 3.3.2. Analysis of Interaction KPIs
  - 3.3.3. Analysis of Conversion KPIs
- 3.4. Types of tangible KPIs for Personal Brand Building
  - 3.4.1. Analysis of reputation KPIs
  - 3.4.2. Analysis of Influence KPIs
  - 3.4.3. Analysis of Credibility KPIs
- 3.5. Personal Brand Building in influence
  - 3.5.1 The Figure of the Influencer . Typologies of Influencers
  - 3.5.2. Approach to Influencer Marketing

- 3.5.3. Benefits, Choice and KPIs
- 3.6. Interpretation of KPIs: monitoring, measurement and optimization
  - 3.6.1. Monitoring: implementation of a system for monitoring and measuring of KPIs for Personal Brand Building
  - 3.6.2. Measurement: Interpretation of Data
  - 3.6.3. Optimization: aspects to be assessed to adjust the strategy according to KPIs
  - 3.6.4. Final Recommendations
- 3.7. Personal Brand Building in Entrepreneurs and Freelancers
  - 3.7.1. Case 1: Presentation, Analysis of the Digital Strategy and Best Practices
  - 3.7.2. Case 2: Presentation, Analysis of the Digital Strategy and Best Practices
  - 3.7.3. Case 3: Presentation, Analysis of the Digital Strategy and Best Practices
- 3.8. Case Analysis: Personal Brand Building in Influencers
  - 3.8.1. Case 1: Presentation, Analysis of the Digital Strategy and Best Practices
  - 3.8.2. Case 2: Presentation, Analysis of the Digital Strategy and Best Practices
  - 3.8.3. Case 3: Presentation, Analysis of the Digital Strategy and Best Practices
- 3.9. Case Analysis: Personal Brand Building in Sport
  - 3.9.1. Case 1: Presentation, Analysis of the Digital Strategy and Best Practices
  - 3.9.2. Case 2: Presentation, Analysis of the Digital Strategy and Best Practices
  - 3.9.3. Case 3: Presentation, Analysis of the Digital Strategy and Best Practices
- 3.10. Case Analysis: Personal Branding in Employed Professionals
  - 3.10.1. Case 1: Presentation, Analysis of the Digital Strategy and Best Practices
  - 3.10.2. Case 2: Presentation, Analysis of the Digital Strategy and Best Practices
  - 3.10.3. Case 3: Presentation, Analysis of the Digital Strategy and Best Practices







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*Analyze very interesting case studies with which you will establish the keys to an optimal digital strategy”*

05

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

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.

## 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.





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.



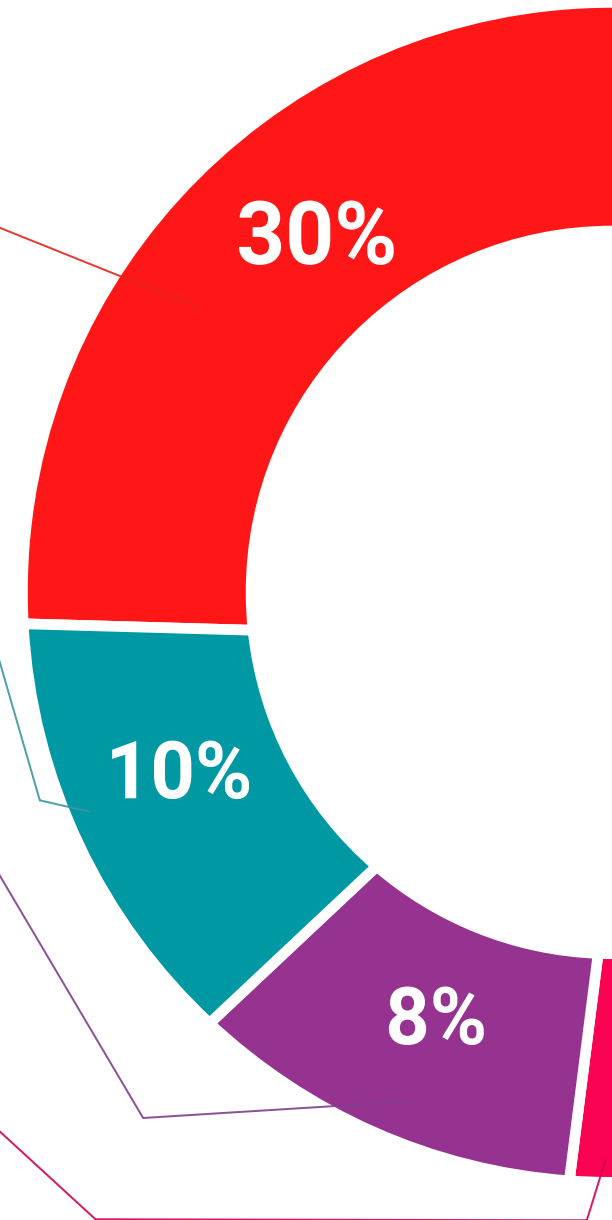
#### Practising Skills and Abilities

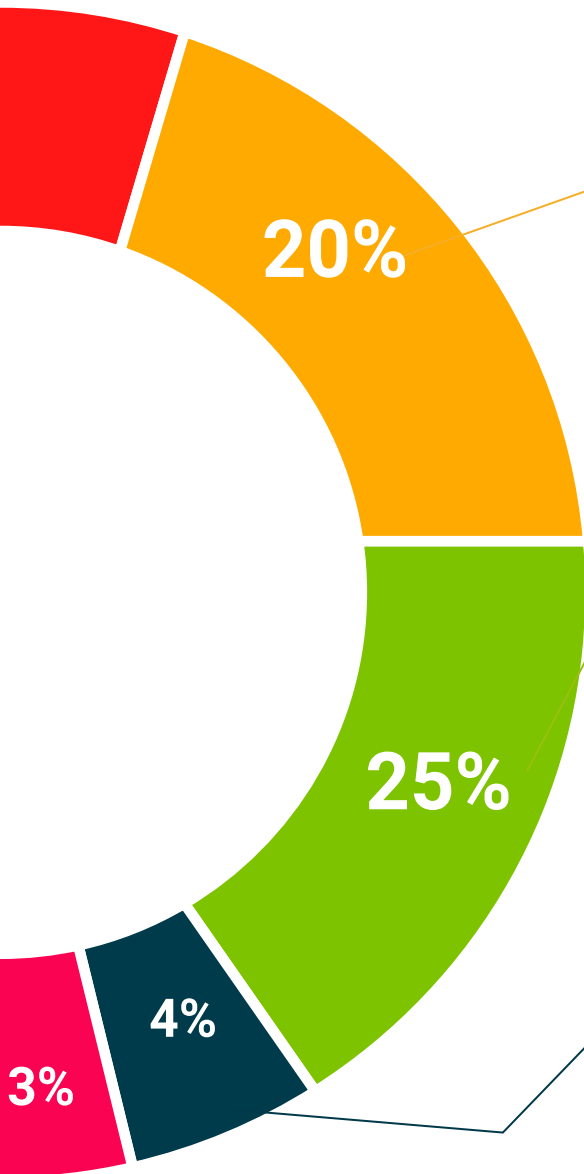
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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.





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



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

This **Postgraduate Diploma 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 Diploma**, issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Social Media Branding**

Official No. of Hours: **450 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  
development language  
virtual classroom



## Postgraduate Diploma Social Media Branding

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