Postgraduate Certificate
Digital Community Creation and Management

tech technological university

Postgraduate Certificate
Digital Community Creation and Management

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

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/digital-community-creation-management**

Index

01
Welcome

Any company wishing to expand its market base should focus on improving its presence on social networks. Today, most consumers have profiles on Facebook, Instagram or Twitter, and use these media to access all the information they need. Therefore, professionals who want to give their businesses a boost must be able to manage large digital communities that become brand prescribers and are willing to recommend their products to other users. In this program, students will find the tools to create an important contact network and loyal subscribers, which will bring significant benefits to companies.

Postgraduate Certificate in Digital Community Creation and Management
TECH Technological University

Learn about the main strategies that you can apply to manage digital communities related to your brand and boost its advertising on networks"

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.

tech

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04

Objectives

One of the main objectives of this Postgraduate Certificate in Digital Community Creation and Management is to provide students with tools to be able to create attractive content that they can offer through social networks, attracting a target audience that identifies with the brand and is willing to recommend it. Therefore, thanks to the skills they will develop with this program, they will be able to manage the messages they send through their profiles on the network more effectively.

Achieve a better reputation and company brand image thanks to its social media profiles"

**TECH makes the goals of their students their own goals too.
Working together to achieve them.**
The **Postgraduate Certificate in Digital Community Creation and Management** qualifies students to:

01 Manage and know conceptually the field of transmedia Storytelling and understand its relevance in different professional fields (advertising, marketing, journalism, entertainment)

02 Acquire the fundamentals of transmedia creation, from narrative to production and dynamization in social communities
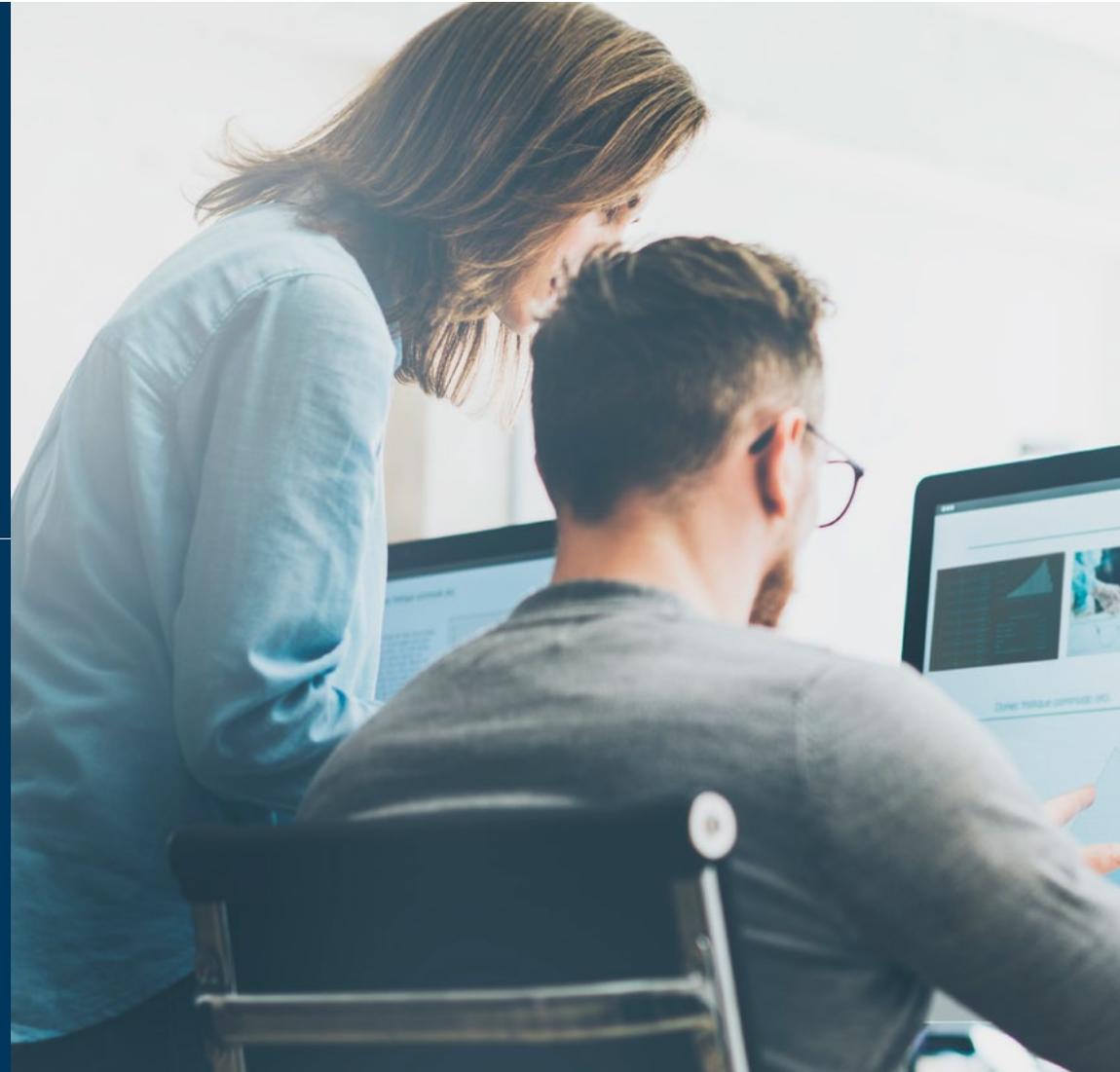
03 Gain a deeper understanding of the methodology for the creation and dynamization of a transmedia digital community, including the stimulation of user-generated content

04 Be able to manage virtual communities in different social networks to create an appropriate brand image

Structure and Content

Today's consumers often know exactly what they want to consume before they get to the physical store. The vast amount of information they can access on the web has given them a much broader understanding of the market. Therefore, there is no doubt that if a company wants to reach a wider audience, it must have an online presence, through profiles on the main social networks. This Postgraduate Certificate will allow students to specialize in managing their company's digital communities with total guarantees of success.

Facebook and YouTube will be your greatest allies to create communities interested in your brand"

Syllabus

The Internet is the most popular medium for acquiring information today. Knowing the details of a product, seeing the ads of a certain brand or suggesting some kind of change are some of the things that consumers can do with a single click. Therefore, having a social media presence is becoming increasingly important for companies. With this premise in mind, TECH Technological University has created this curriculum for business professionals to find the tools to create content that will encourage potential customers to take a specific action.

One of the main advantages of networks is that users can meet in virtual communities of like-minded groups, which revolve around a certain brand. This is an opportunity that companies should take advantage of in order to create an attractive image and enhance their reputation. Therefore, the higher specialization in digital community creation and management is absolutely relevant for all business professionals, who will find in this program an indispensable option for personal and professional growth.

In addition, one of the main advantages of this degree is that it is offered in 100% online, so students will have free disposal to manage their study time, being able to combine it perfectly with the rest of their daily obligations.

This Postgraduate Certificate is developed over 6 weeks and is composed of 1 module:

Module 1 Creation and Management of Digital Communities

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Digital Community Creation and Management completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Creation and Management of Digital Communities

1.1. A Virtual Community and Where We Can Create Them
1.1.1. Types of User
1.1.2. Spaces Where Virtual Communities Can Be Created
1.1.3. Particularities of these Spaces

1.2. Facebook and Instagram Community Management
1.2.1. Community Creation and Management Tools
1.2.2. Possibilities and Limits

1.3. Twitter Community Management
1.3.1. Community Creation and Management Tools
1.3.2. Possibilities and Limits

1.4. YouTube Community Management
1.4.1. Community Creation and Management Tools
1.4.2. Possibilities and Limits

1.5. Twitch Community Management
1.5.1. Community Creation and Management Tools
1.5.2. Possibilities and Limits

1.6. Management of Future Communities in Emerging Spaces. Your Keys
1.6.1. Keys to Be Taken into Account in the Analysis of the Commented Networks
1.6.2. What Steps to Take When New Social Networks are Launched?
1.6.3. Speeches and Dialogues

1.7. How to Trigger Content Generation by Users?
1.7.1. Prosumer after COVID
1.7.2. Contests, Sweepstakes and Campaigns
1.7.3. Connection with Social Networks and Transmedia

1.8. Content Planning and Measurement I
1.8.1. Types of Content and Writing
1.8.2. Content Structuring

1.9. Content Planning and Measurement II
1.9.1. Measurement of Actions in Social Networks
1.9.2. Impact on Google
1.9.3. Decision-Making

1.10. Development of Contents in Blogs and their Movement through Networks
1.10.1. The Importance of Blogging Today
1.10.2. Techniques for Content Movement through Networks
1.10.3. Crisis Resolution

"Learn how to manage virtual communities capable of becoming great allies of your brand thanks to the specialization offered by this program"

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"

TECH Business School uses the 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"*

This program prepares you to face business challenges in uncertain environments and achieve business success.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

" *You 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 must integrate all their knowledge, research, 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 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

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 online business school is the only one in the world licensed to incorporate 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. With this methodology we have 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, markets, and financial 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:
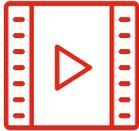
Study Material

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.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

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%

3%

30%

15%

4%
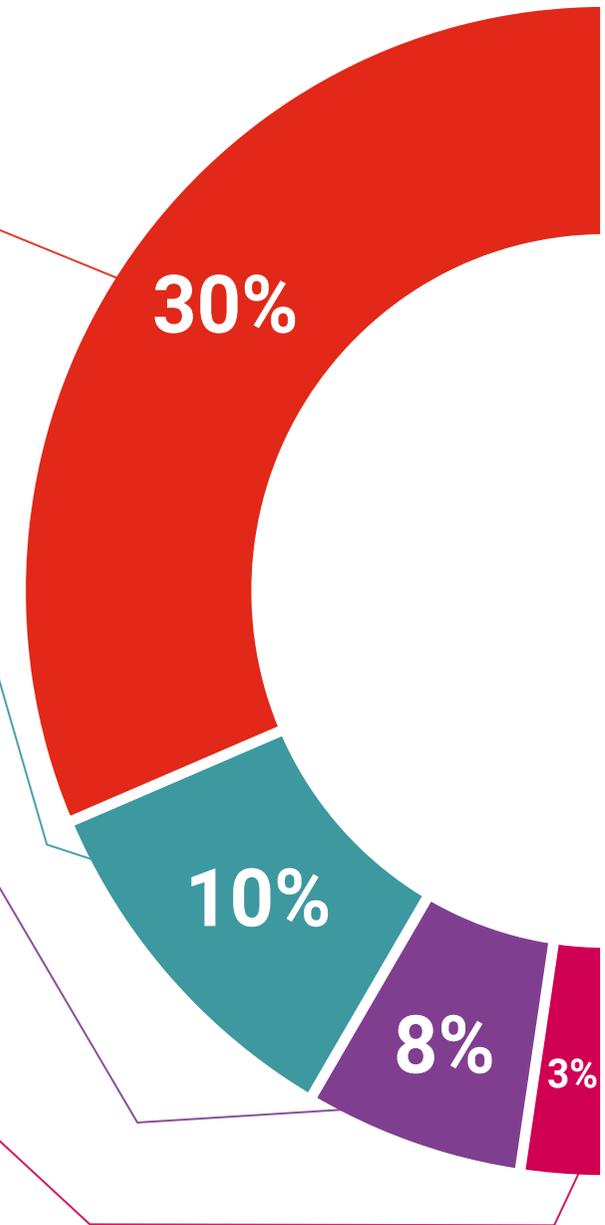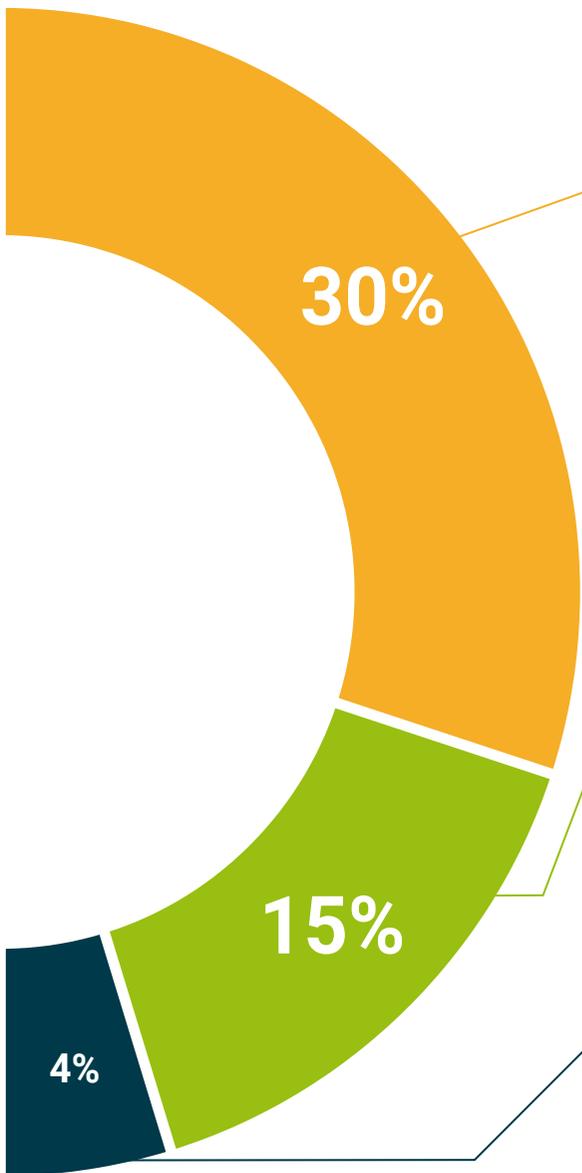
Case Studies

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 senior management 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.

07
Our Students' Profiles

Students who take this program are business professionals who wish to direct their company's communication and efficiently manage their company's social networks. For this reason, they are looking for high-quality programs that allow them to enhance their skills in a short period of time and achieve a real knowledge of all the possibilities offered by the Internet to make a brand known.

"

Don't miss the opportunity to improve your professional profile in a short period of time. It will be essential to achieve excellence in the workplace"

Average Age

Between **35** and **45** years old

Years of Experience

Up to 5 years **21%**

More than 16 years **18%**

From 5 to 16 years **28%**

From 5 to 10 years **33%**

Training

Journalism **35%**

Economic Sciences **13%**

Advertising **28%**

Social Sciences **24%**

Academic Profile

Journalists **32%**

Executives **26%**

Entrepreneurs **29%**

Creative **13%**
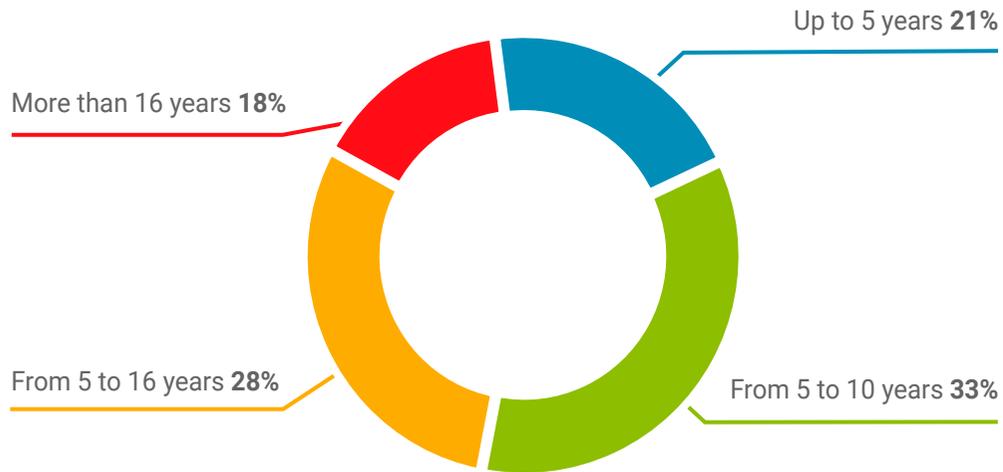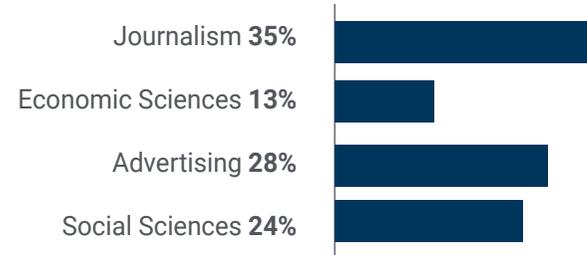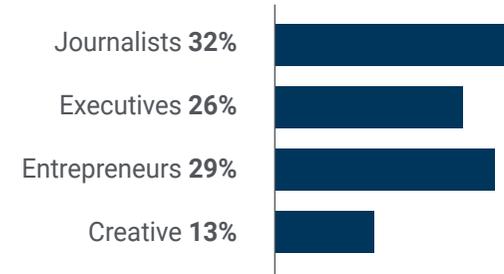
Geographical Distribution

USA **15%**

Spain **51%**

Mexico **16%**

Colombia **18%**
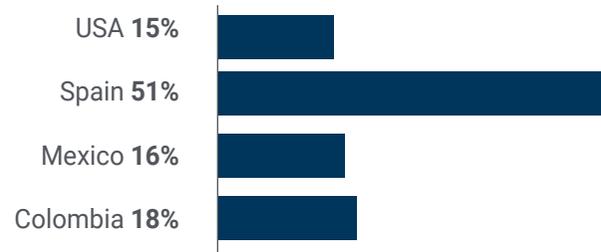
Jorge Pérez

Communications Manager in a Multinational Company

"Virtual community management is one of my favorite tasks. Being in direct contact with customers, understanding their needs and being able to apply appropriate strategies to solve their needs is key in my company. Being aware that this is a very important task, I had been looking for a program that would allow me to specialize in managing corporate social networks more effectively and, fortunately, I have achieved it thanks to TECH Technological University"

08
Course Management

The teaching staff of this Postgraduate Certificate at TECH Technological University has been selected for their extensive professional and academic experience. Specialists in content creation and virtual community management who have compiled the most innovative content to offer their students first-class education. Therefore, students will have the most up-to-date theoretical and practical resources of the current academic panorama at their disposal.

Teachers widely specialized in virtual community management will show you industry essentials"

International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMDA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apothetae and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.
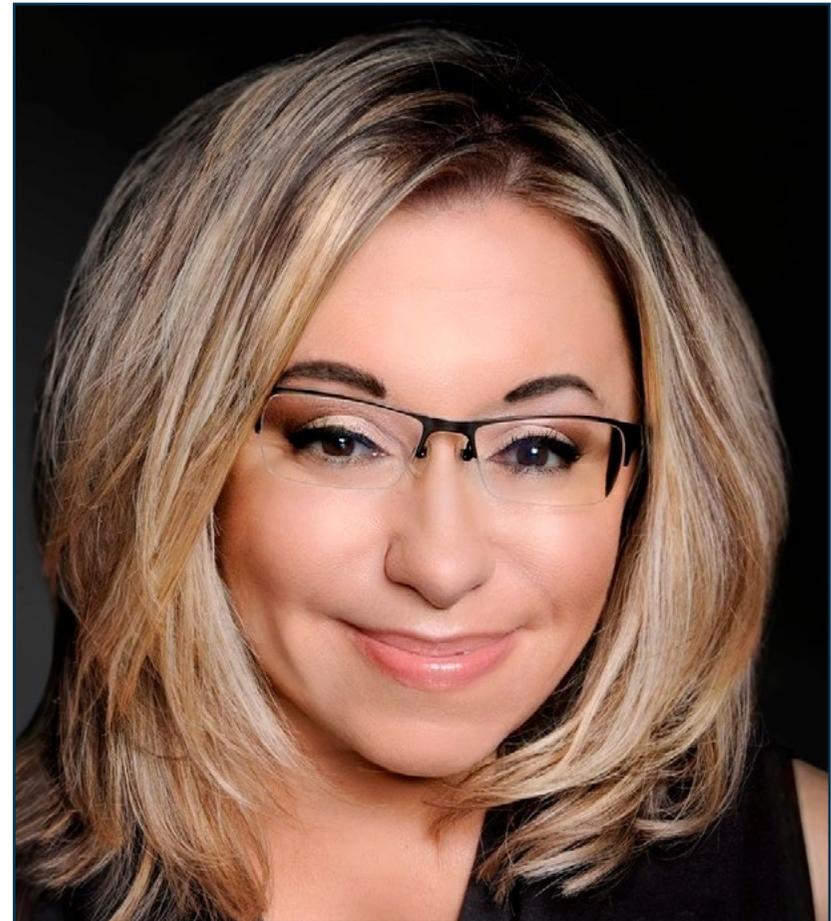
Dra. Romanska, Magda

- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

"

Thanks to TECH, you will be able to learn with the best professionals in the world"

Management
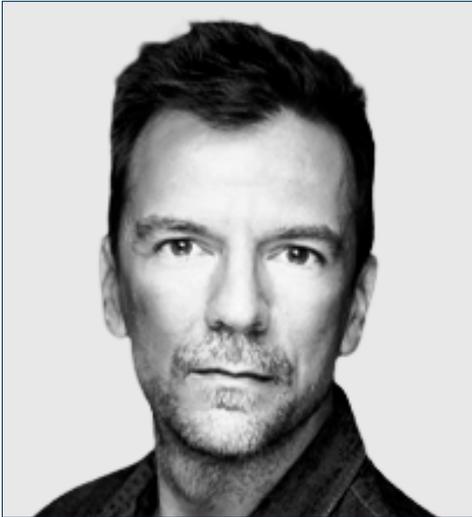
Dr. Regueira, Javier

- VP and co-founder of the Spanish Association of Branded Content
- Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- Professor at Universidad Pontificia Comillas, ESDEN, Esic, Inesdi, The Valley
- Former Marketing Executive at BDF Nivea and Imperial Tobacco
- Autor, blogger and TEDx Speaker
- Doctorate in Branded Content
- Graduate in Economics and Business Administration European ICADE E4
- Master's Degree in Marketing

Professors

Dr. Suárez, Adrián

- Professor of multimedia projects, corporate image and usability at UNIR
- Profesor EBF Business School, Cesuga e IEBS
- Extensive experience as a content manager in the video game industry and in web content writing
- PhD in Digital Communication, Narrative and Video Games
- Architecture Degree
- Master's Degree in Marketing and Communication Management

Impact on Your Career

This TECH Technological University program is a unique opportunity for business professionals who want to invest in the Internet and social networks as the main method of promotion and advertising. Thus, they will acquire the necessary knowledge to create and manage virtual communities in order to create a good brand image, which will be recognized in the market and will gain the public's attention.

tech

"*Looking to achieve career success with your own brand? Learn how to manage digital communities and turn them into a new promotional opportunity*"

Are you ready to take the leap?
Excellent professional development awaits you

TECH's Postgraduate Certificate in Digital Community Creation and Management is an intensive program that prepares students to face challenges and decisions in the field of content generation through different platforms. The main objective is to promote personal and professional growth. Helping students achieve success.

A unique opportunity to get a promotion and improve your income.

Access higher positions of responsibility and improve your brand's visibility in the market.

When the change occurs

During the program	During the first year	After 2 years
35%	**41%**	**24%**

Type of change

Internal Promotion **25%**
Change of Company **31%**
Entrepreneurship **44%**
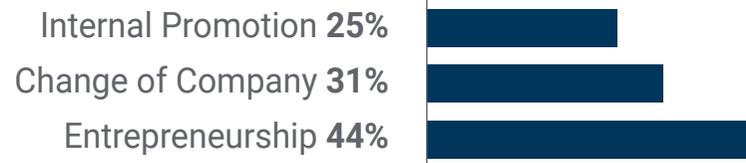
Salary increase

This program represents a salary increase of more than **23.65%** for our students.

Salary before	A salary increase of	Salary after
$59,000	**23.65%**	**$73,000**

10
Benefits for Your Company

Nowadays, all brands must have a social media presence to reach a wider audience in a simpler and more economical way. Creating messages adapted to their needs and having consumers who are product or company prescribers will be essential to promote their growth. Thanks to this program, students will learn how to manage groups and digital communities that are a fundamental part of improving any company's reputation.

"Using social media to advertise your brand will be critical to reach a wider audience"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential managers Avoiding talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

tech

Project Development

05

Professionals can work on a real project or develop new projects in the field of R&D or Business Development of your company.

Increased competitiveness

06

This program will equip students with the skills to take on new challenges and drive the organization forward.

Certificate

This Postgraduate Certificate in Digital Community Creation and Management 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 Community Creation and Management** contains the most complete and up-to-date educational program 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 express the qualification obtained in the Postgraduate Certificate, and will meet the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Digital Community Creation and Management**
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
Digital Community Creation and Management

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.

Postgraduate Certificate
Digital Community Creation and Management

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

Postgraduate Certificate
Digital Community Creation and Management

tech technological university