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**
- » Target Group: **university Graduates who have previously completed any of the degrees in the fields of Social, Administrative and Business Sciences. Marketing, and Corporate Communications**

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/social-media-branding**

Index

01
Welcome

Social Media Branding has become a fundamental tool for companies wishing to establish and maintain a successful online presence. With the rise of social media and the importance of digital interaction, companies need to develop solid Social Media Branding strategies to reach their target audience, establish a strong brand identity and create lasting relationships with their customers. This Postgraduate Certificate program provides students with the tools and skills necessary to design and execute effective branding strategies on social platforms. With an innovative pedagogical methodology, such as Relearning, this 100% online program provides the necessary flexibility for students to organize their academic resources and study at their own pace, which will allow them to apply what they learn in their day-to-day work immediately and effectively.

Postgraduate Certificate in Social Media Branding.
TECH Technology University

"You will be prepared to develop a social media plan that favors the reputation of your company on digital platforms. All this thanks to TECH"

02
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 center for intensive managerial skills education.

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 balances 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.

+100000 executives prepared 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:

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 analyses in academia"

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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

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.

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 education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

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

04
Objectives

With this Postgraduate Certificate, the professional will be able to acquire the knowledge and skills necessary to design and execute an effective branding strategy in social networks. In addition, they will be able to create and maintain a solid and authentic brand presence online, which will improve the visibility and reach of the brand. In this way, they will be able to manage the reputation of companies on social networks and establish lasting and valuable relationships with customers. Therefore, the professional will have the necessary skills to develop a successful career in the area of Social Media Branding.

Examine the variables of analysis and measurement of results of each platform and develop effective strategies"

TECH makes the goals of their students their own goals too. Working together to achieve them.

The **Postgraduate Certificate in Social Media Branding** will enable students to:

01 Determine the importance of personal branding on social media and how a consistent digital presence can help drive career advancement

02 Analyze the process of creating a content strategy that reflects personal brand identity and connects with the audience across different social media platforms

03 Identify the different objectives that can be applied to personal branding in the social media

04 Substantiate the use of Instagram, Facebook, Twitter and Tiktok for personal branding

05 Identify best practices on these social platforms to increase engagement and visibility of the personal brand

06 Examine the variables for analysis and measurement of results offered by each platform

Structure and Content

The Postgraduate Certificate in Social Media Branding is a high quality program designed by a teaching team highly specialized in the area. The program is divided into didactic modules that address the key concepts of branding on social platforms. Professionals will acquire knowledge about marketing strategies, content creation, reputation management and data analysis in social networks, among other fundamental topics. In addition, the Relearning teaching methodology and the 100% online format of the degree allow for personalized training adapted to the learning pace of each student.

Expand your digital skills by analyzing consumer behaviors on each social network and contribute to the creation of personal brands that fit their needs"

Syllabus

The objective of the Postgraduate Certificate in Social Media Branding is to provide students with the necessary skills to make effective decisions in the field of Corporate Communication. During the 150 hours of the course, it seeks to develop managerial competencies to improve professional performance in changing environments.

The content of the program focuses on the latest trends in Branding and is based on an innovative, strategic and global curriculum. Students will have the opportunity to work on real case studies, supported by the best educational methodology and a teaching team of exceptional quality.

The syllabus focuses on relevant topics such as the analysis of competition in social networks, KPI's to analyze results, engagement and visibility strategies for personal branding and the importance of storytelling, among others. Students will acquire skills and tools to create and manage an effective personal brand, as well as to solve critical situations in a creative and efficient way.

The Postgraduate Certificate in Social Media Branding offers comprehensive training in personal branding techniques and management skills to improve professional performance in an ever-changing business environment. This program is delivered in a 100% online format and uses the Relearning methodology to offer professionals flexibility in the organization of academic resources in a personalized way.

This Postgraduate Certificate is developed over 6 week and is divided into 1 module:

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

Where, When and How is it Taught?

TECH offers you the opportunity to study this Postgraduate Certificate in Social Media completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

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 of personal branding in social networks
1.1.2. Online management platforms: Speaker of the personal brand
1.1.3. The pillars of a good personal branding strategy in the digital world

1.2. Strategic approach as the basis of Social Media Branding
1.2.1. The role of research and active listening for 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. Development of a social media plan for personal branding
1.3.2. Identifying the objectives of the personal brand on 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. Creating a coherent digital presence
1.5.1. Creating a coherent brand image on social networks: visual identity, verbal anchors and style guides on 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: creating a content strategy for social networks that reflects the brand 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 social media personal branding
1.6.3. Creating a publication calendar to maintain a constant and consistent 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 branding
1.8.1. Why be on Facebook. Reports and audiences
1.8.2. Understanding the algorithm for the design of the content strategy on Facebook
1.8.3. Best practices to increase engagement and visibility
1.8.4. KPIs Measurement. Analysis of results on Facebook

1.9. Using Twitter for Personal Branding
1.9.1. Why be on Twitter: reports and audiences
1.9.2. Best practices to increase engagement and visibility
1.9.3. KPIs Measuring and analyzing results on Twitter

1.10. Using Tiktok for personal branding
1.10.1. Why be on Tiktok: reports and audiences
1.10.2. Best practices to increase engagement and visibility
1.10.3. KPIs Measurement and analysis of results in Tiktok

An enriching experience that will give you the keys to focus on the Social Media Branding of your own company or the companies you work for"

06
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.

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.

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

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.

Our Students' Profiles

The Postgraduate Certificate is aimed at University Graduates and Graduates who have previously completed any of the following degrees in the field of Social, Administrative and Business Sciences, Marketing and Corporate Communication.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate can also be taken by professionals who, being university graduates in any field, have two years of work experience in the field of of Digital Marketing
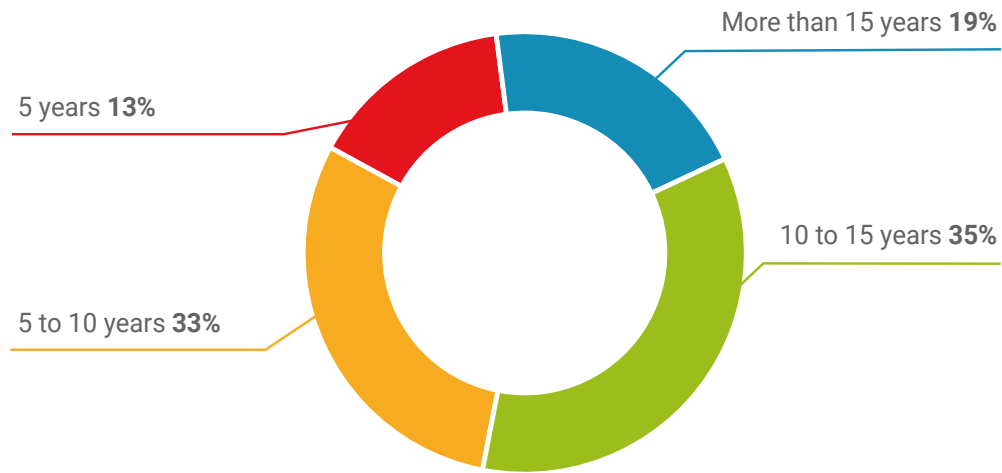
"

If you have experience in Corporate Communication and looking for an interesting improvement in your career, this is the program for you. Specialize in Personal Brands"

Average Age

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

Years of Experience

More than 15 years **19%**

5 years **13%**

10 to 15 years **35%**

5 to 10 years **33%**

Training

Business Economics **28%**

Communication **42%**

Social Sciences **16%**

Others **14%**

Educational Profile

Communication **37%**

Public Relations **18%**

Entrepreneurs **29%**

Others **14%**
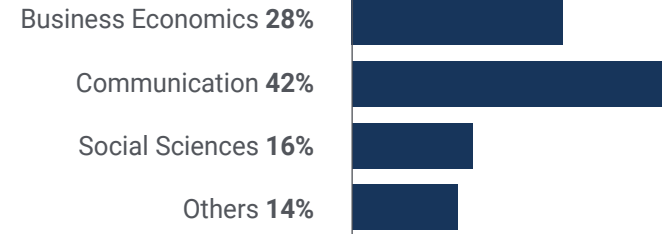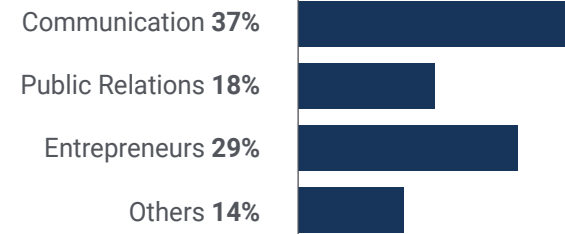
Geographical Distribution

USA **9%**

Spain **41%**

Mexico **32%**

Colombia **18%**
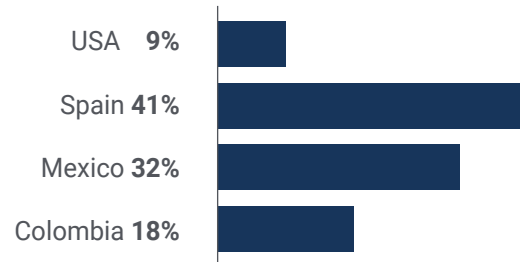
Elio Quintero

Social Media Analyst

"Thanks to this Postgraduate Certificate, I have been able to better understand the role of social networks in the branding and communication strategy of my company. The classes provided me with concrete tools and a global vision of the current panorama to improve my professional performance. Highly recommended"

Course Management

The teaching team of this university program is made up of highly trained and experienced experts in key areas of online branding. Each one of them has a solid academic background and extensive practical experience in different sectors of the industry. Their constant updating and specialization in the latest trends and tools of Social Media Branding allows them to offer a personalized teaching adapted to the needs of each student. In this way, they provide valuable guidance for students to achieve job success.

"

The teaching staff of this program is active, so all the knowledge they provide you with can be applied immediately in the workplace"

Management

Ms. Vázquez Viaño, Laura María

- Director of Marketing and Digital Strategy at Torres y Carrera
- Client Services Director and Chief Marketing Officer at Roi Scroll
- Head of Social Media and Digital PR at Havas
- Senior Communications and Social Media Consultant at Best Relations
- Junior Account Executive Advertising and PR - Noa Nogueira
- Lecturer at Universidad Europea Miguel de Cervantes
- Lecturer at Escuela Internacional de Marketing
- Teacher in Miguel de Cervantes European University
- Lecturer 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 branding trainer
- Visual Commercial, responsible for product presentation at Inditex in Austria
- Lecturer at the University of Vigo
- Lecturer at Unir University
- Degree in Advertising and PR from the University of Alicante

- Graduate 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

Impact on Your Career

The impact of pursuing this Postgraduate Certificate can be transformative for the career of a professional in the sector. By acquiring knowledge and skills in personal branding techniques and social media management, students will stand out in the job market and improve their performance in constantly changing business environments. In addition, the program offers a comprehensive and updated vision of the most innovative concepts and tools in communication and digital strategy, making it a unique opportunity for those seeking to enhance their career in the field of marketing and communication.

Get into the current digital world and detect the best social networks to enhance the brand of companies"

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

The Postgraduate Certificate in Social Media Branding of TECH is an intensive program that prepares you to face challenges and business decisions in the Digital Marketing field. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

Aspire to the best professional positions thanks to TECH, which guarantees a salary increase by taking this degree.

If you want to make a positive change in your profession, the Postgraduate Certificate in Social Media Branding will help you achieve it.

Time of change

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of change

Internal Promotion **38%**

Change of Company **35%**

Entrepreneurship **27%**
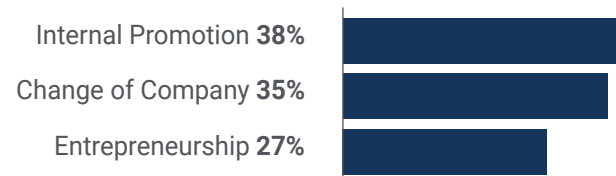
Salary increase

This program represents a salary increase of more than **23%** for our students

Salary before	A salary increase of	Salary after
$43,000	**23%**	**$52,890**

10
Benefits for Your Company

Having professionals trained in Social Media Branding can mean a competitive advantage for companies today, as it allows them to develop an effective online presence and more efficient communication with their target audience. Specialists who pursue this degree have a broad understanding of the latest digital marketing trends and tools, which allows them to design more effective strategies and obtain better results. In addition, they are able to generate a stronger and more coherent online brand image in line with the company's values and objectives, which can result in greater identity recognition and increased sales.

Take your career to the highest level with this 100% online Postgraduate Certificate in Personal Brands from TECH"

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

01

Growth of talent and intellectual capital

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 executives to avoid 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

05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

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

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 N° 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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