# Postgraduate Diploma
## Social Media Branding

tech technological university

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## Social Media Branding

- » Modality: **online**
- » Duration: **6 months**
- » 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-diploma/postgraduate-diploma-social-media-branding**

# Index

## 01

# Welcome

Social Media Branding has become an essential tool for companies looking to establish their online presence and build a solid reputation on social networks. With the increased use of social platforms by consumers, companies have found in Social Media Branding an opportunity to connect with their target audience and generate engagement. For this reason, TECH has designed this university degree, which offers complete instruction in this discipline, covering aspects such as the creation of an effective strategy, the use of visual elements and the generation of quality content, as well as the creation of relevant conversations and the measurement of results. With an innovative pedagogical methodology based on Relearning, the program adapts to the needs of each student. adapts to the needs of each student, offering flexibility to organize academic resources.

**Postgraduate Diploma in Social Media Branding**

**TECH Technological University**

*"Become a specialist in Social Media Branding and stand out in the digital world with this 100% online Postgraduate Diploma"*

## 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 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:**

### 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.

### 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"*

# 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

This Postgraduate Diploma will allow students to acquire key skills to build and manage the presence of a brand in social networks. At the end of the program, the professional will be able to create an effective Social Media Branding strategy, generate quality content that reflects the values of the brand, interact with the online community and measure results to continuously improve the company's appearance on social networks. In this way, the specialist will stand out in the digital sector and will be able to offer added value to your organization or enterprise.

*Master the management of your personal brand in social networks and consolidate your digital presence with this TECH Postgraduate Diploma"*

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

This **Postgraduate Diploma 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** Examine effective techniques, formats and styles for publishing LinkedIn posts

**04** Master tactics for establishing an active and engaged community on LinkedIn through the use of effective connection, interaction, and loyalty strategies

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

**06** Review and evaluate KPIs for the improvement of the personal branding strategy

**07** Establish specific objectives and goals to improve the impact and effectiveness of the personal brand

**08** Analyze the presence of the personal brand in different media and platforms

## 05
# Structure and Content

This Postgraduate Diploma has been designed with the objective of training professionals with the key tools of Social Media Branding and providing them with a complete vision of its current application. It consists of different modules focused on strategic elements, message development, content conceptualization, LinkedIn profile optimization and results measurement. In this way, specialists will be prepared to become experts in Social Media Branding and meet the challenges they face. In addition, the program offers an innovative online methodology based on Relearning, which allows students to study at their own pace and in a flexible way.

*This Postgraduate Diploma offers you exclusive content and a study modality that will facilitate your professional evolution"*

## Syllabus

The Postgraduate Diploma in Social Media Branding of TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the Digital Marketing field.

The content of the Postgraduate Diploma in Social Media Branding is designed to promote the development of managerial skills that allow for more rigorous decision-making in uncertain environments.

Over the course of 450 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, a real immersion in real business situations.

This Postgraduate Diploma deals in depth with visibility and engagement strategies on Instagram, Twitter, Facebook and TikTok, Personal Branding on LinkedIn and KPI's of impact on personal branding, among other topics.

In this way, it is designed to train professionals who understand Social Media Branding from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

| Module 1 | Social Media Branding. Visibility and engagement strategy on Instagram, Twitter, Facebook and TikTok |
| Module 2 | Personal branding on LinkedIn. Visibility and engagement strategies on LinkedIn |
| Module 3 | KPIs Personal brand impact: metrics for measuring results and multi-sector success stories |

## Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Social Media Branding completely online. Throughout the 6 months of the educational program, 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 educational experience, key and decisive 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: Altavoz 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 to 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

## Module 2. Personal Branding on LinkedIn. Visibility and engagement strategies for building a Personal Brand on LinkedIn.Personal branding on LinkedIn

**2.1. Strengthening the User Profile LinkedIn User Profile**
2.1.1. Analysis of a LinkedIn user profile
2.1.2. Clarification of the objectives of using of LinkedIn
2.1.3. Identification of areas for improvement in the LinkedIn profile

**2.2. Constructing the audience of followers on LinkedIn**
2.2.1. Definition of the LinkedIn audience
2.2.2. Tailoring the message to the audience on LinkedIn
2.2.3. Building an audience from LinkedIn from LinkedIn posts

**2.3. Community of reference on LinkedIn**
2.3.1. Finding content leaders on LinkedIn
2.3.2. Identifying other community members on LinkedIn
2.3.3. Interacting and collaborating with other community members on LinkedIn

**2.4. Connecting with active users on LinkedIn**
2.4.1. Importance of finding active users on LinkedIn
2.4.2. Writing an invitation to connect on LinkedIn
2.4.3. Interacting with new contacts on LinkedIn

**2.5. Developing a solid content strategy through thematic pillars thematic pillars**
2.5.1. Identification and positioning of the 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 the thematic pillars to the personal story. The importance of emotion**
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 on LinkedIn
2.6.3. How to connect personal stories with key messages on LinkedIn
2.6.4. Creating a personal story for a first post on LinkedIn

**2.7. Generating impactful content on LinkedIn. Importance of inspiring and teaching**
2.7.1. Use of technical or scientific data related to 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. Preparing Posts for LinkedIn**
2.8.1. Selecting the content and format with the greatest potential for posts on LinkedIn
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 LinkedIn follower monitoring
2.9.2. Monitoring follower growth on LinkedIn
2.9.3. Using 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. Reinforcement of strengths and weaknesses to improve the editorial strategy
2.10.3. Digital tools for advanced use of LinkedIn
2.10.4. Optimal use of LinkedIn as an instrument to strengthen the digital personal brand

**Module 3.** KPIs Personal brand impact: Metrics for measuring results and multi-industry 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 branding
3.1.3. The role of vision and personal brand positioning in KPIs

### 3.2. Selecting the right KPIs to measure your personal brand success

3.2.1. Variables for selecting relevant KPIs in the personal branding strategy
3.2.2. Identification of the objectives of the personal brand objectives: Definition of personal brand objectives to establish appropriate KPIs
3.2.3. Prioritization of KPIs according to the 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 "intangible" KPIs for personal branding

3.4.1. Analysis of reputation KPIs
3.4.2. Analysis of influence KPIs
3.4.3. Analysis of credibility KPIs

### 3.5. Personal branding 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, measuring and optimizing and optimization

3.6.1. Monitoring: implementation of a system for monitoring and measuring KPIs for personal branding
3.6.2. Measurement Data interpretation
3.6.3. Optimization: aspects to be assessed in order to adjust the strategy according to the KPIs
3.6.4. Final Recommendations

### 3.7. Case analysis: personal branding in entrepreneurs and freelancers

3.7.1. Case 1: Presentation, analysis of digital strategy and best practices
3.7.2. Case 2: Presentation, analysis of digital strategy and best practices
3.7.3. Case 3: Presentation, analysis of digital strategy and best practices

### 3.8. Case analysis: personal branding in Influencers

3.8.1. Case 1: Presentation, analysis of digital strategy and best practices
3.8.2. Case 2: Presentation, analysis of digital strategy and best practices
3.8.3. Case 3: Presentation, analysis of digital strategy and best practices

### 3.9. Case analysis: personal branding in athletes

3.9.1. Case 1: Presentation, analysis of digital strategy and best practices
3.9.2. Case 2: Presentation, analysis of digital strategy and best practices
3.9.3. Case 3: Presentation, analysis of digital strategy and best practices

### 3.10. Case analysis: personal branding in employed professionals

3.10.1. Case 1: Presentation, analysis of digital strategy and best practices
3.10.2. Case 2: Presentation, analysis of digital strategy and best practices
3.10.3. Case 3: Presentation, analysis of digital strategy and best practices

# 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:**
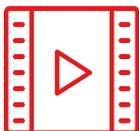
### Study Material

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.

**30%**

### 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.

**10%**

### 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.

**8%**

### 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.

**3%**

**30%**

**15%**

**4%**
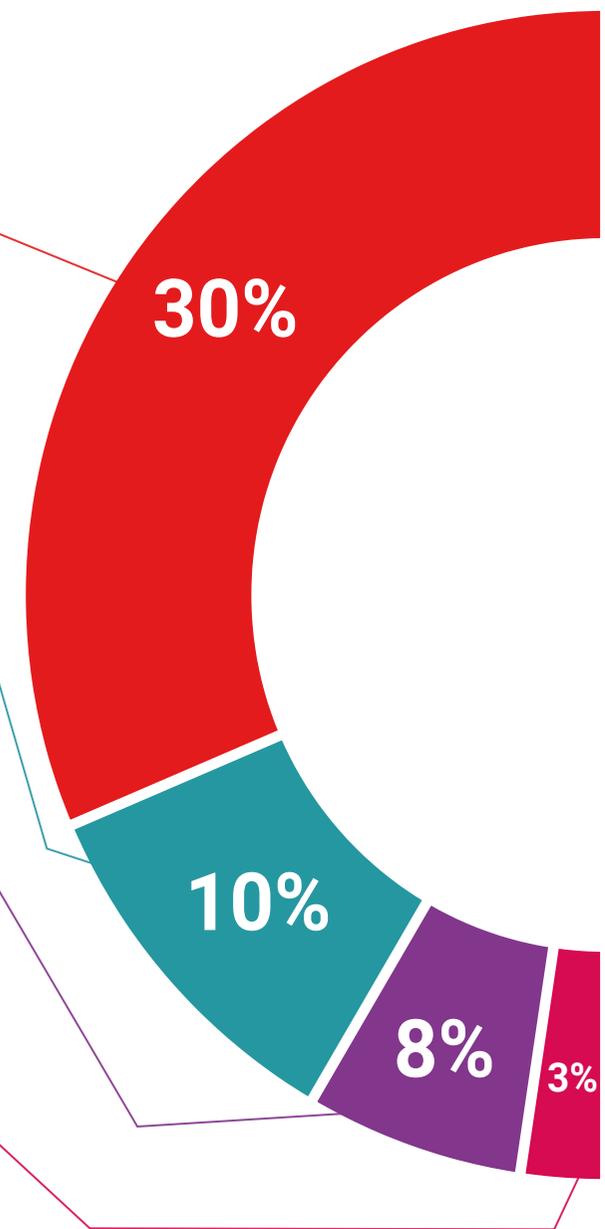
### Case Studies

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 Diploma is aimed at Graduates who have previously completed any of the following degrees in the field of Social , Administration and Corporate Sciences, Marketing and Corporate Communication.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

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

"

*The opportunity to exchange experiences with experts from different sectors in the field of social media will enrich your training and add significant value"*

## 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 **16%**
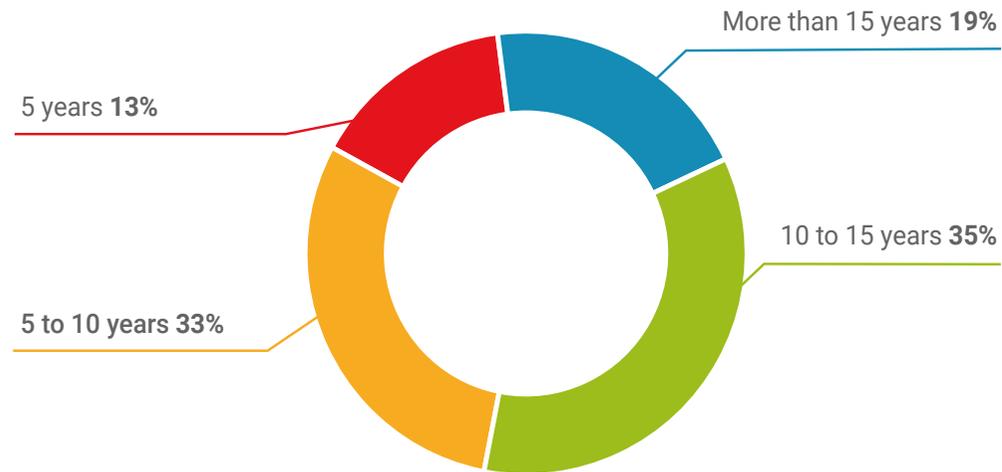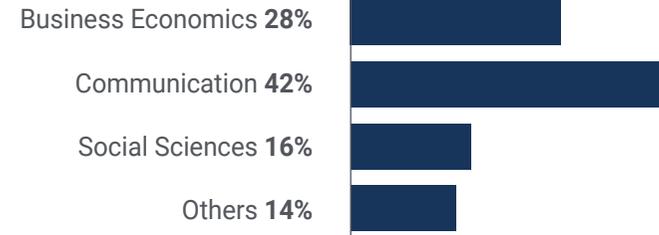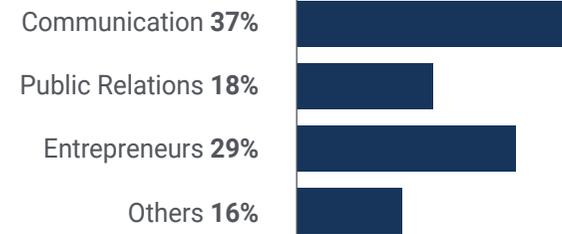
## Geographical Distribution

| | |
|---|---|
| USA **9%** | |
| Spain **41%** | |
| Mexico **32%** | |
| Colombia **18%** | |
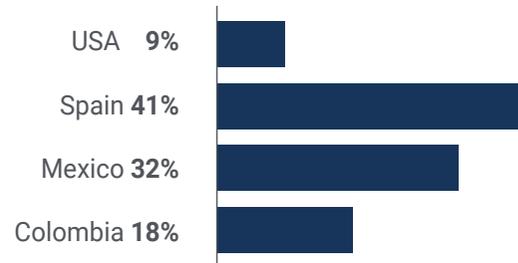


# EstefaníaArminda Díaz

**Community Manager**

*"I have learned how to build a strong personal brand on social networks thanks to the practical and comprehensive instruction of the Postgraduate Diploma in Social Media Branding. The knowledge acquired has enabled me to develop effective strategies and obtain tangible results in my company"*

## 08
# Course Management

The teaching team of this university degree is made up of active professionals with extensive experience in the Social Media Branding sector. Each one of them has an outstanding professional career in different areas, from content creation to online community management. Therefore, students will have the opportunity to learn from recognized experts in the industry and receive personalized advice on the development of their skills in this discipline.

*Lean on a teaching staff with prestigious experience in the Social Media sector to take your professional career to the highest level"*

## 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

### Ms. Luque Díaz, Daniela

- Personal Brand Consultant on LinkedIn
- Marketing Strategy Coordinator at KIND APP in Sweden
- Arts Program Coordinator in the Department of Arts and Humanities at New York University
- Managed the marketing strategy for the fashion accessories collection of
- the AITA brand
- Project Manager / Marketing & Events at Top Gear Promotions in Dubai
- Operations Coordinator for Eurofragance in Dubai
- Business Development Manager at Intercom Group 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 & Protocol from ESERP Business School
- Master's Degree in Retail Management from the Autonomous University of Barcelona

# Impact on Your Career

This Postgraduate Diploma program can have a great impact on the career of a professional specialized in Social Media and Digital Marketing by providing the necessary skills and knowledge to develop effective branding strategies on digital platforms. The demand for experts in this sector is increasing, and training and instruction in this field can open up opportunities for advancement in the professional world and achieve greater career success. In addition, knowledge in Social Media Branding can be applicable in a variety of industries and sectors, making this Postgraduate Diploma the best academic option in the market.
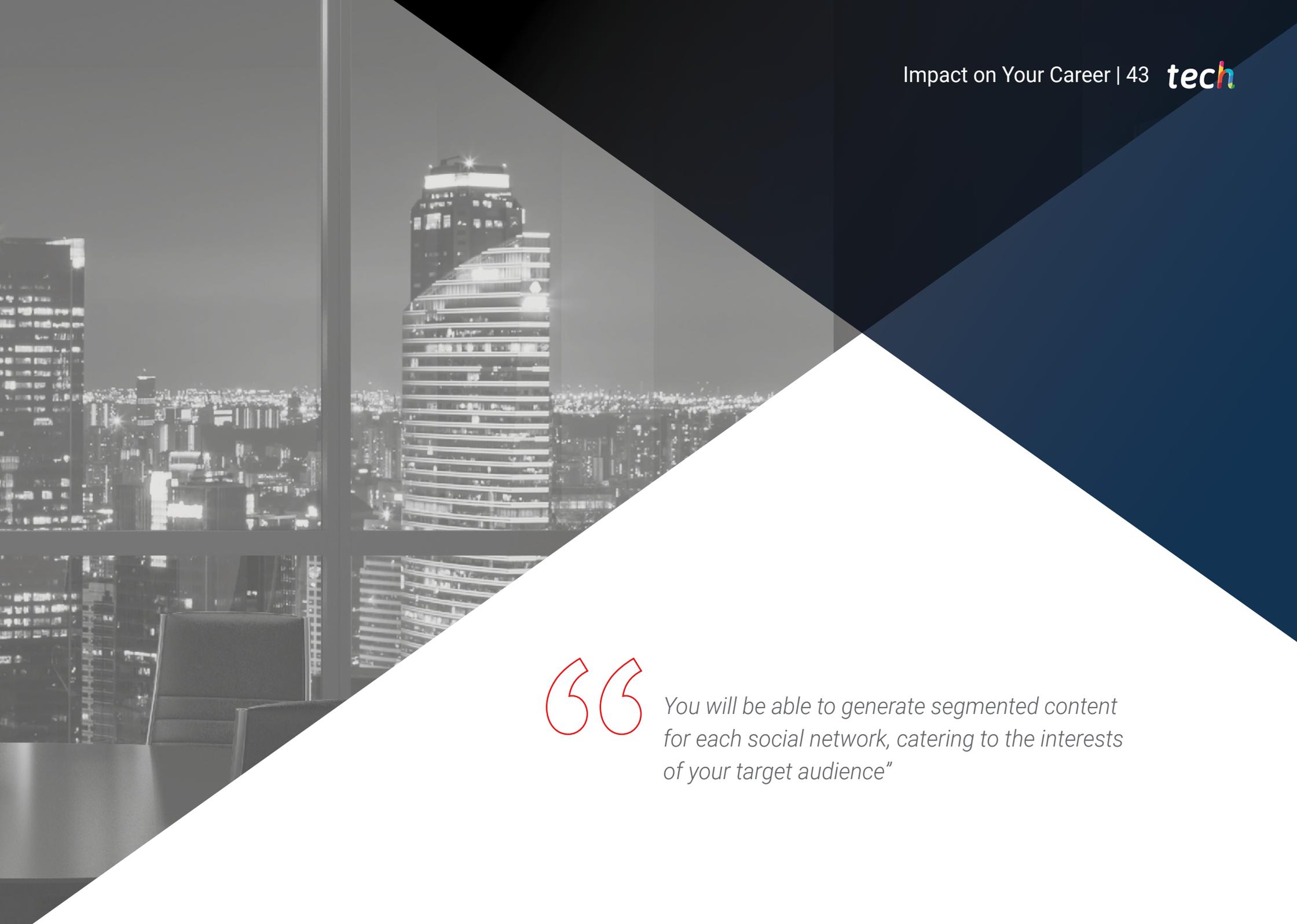
"
*You will be able to generate segmented content for each social network, catering to the interests of your target audience"*

## Are you ready to take the leap?
## An excellent professional improvement awaits you

The Postgraduate Diploma 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.

*Enroll now and live the experience of becoming an Event Organizer 100% online and in onlt 6 months.*

*With this program you will learn how to efficiently apply the right KPI's to measure the success of your personal brand.*

## 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%**
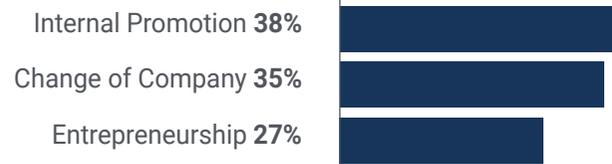
## Salary increase

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

Companies can greatly benefit from having a specialist in Social Media Branding who has completed the Postgraduate Diploma in this discipline. A professional in this field can develop effective branding strategies in social networks to improve the company's brand image and attract new customers. In addition, a professional trained in Social Media Branding can monitor and analyze metrics in the company's digital platforms, identifying opportunities for improvement and adapting methods accordingly. Therefore, investing in an expert in this sector can have a great impact on the company's success in the digital era.

" *In , the digital era, Community Manager will introduce new concepts, strategies and perspectives to the company that can bring about essential changes in the organization"*

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.

**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.

# 11
# 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.

*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.**

**tech** technological university

Awards the following

# DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

## POSTGRADUATE DIPLOMA

in

Social Media Branding

This is a qualification awarded by this University, equivalent to 450 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 Diploma

## Social Media Branding

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

# Postgraduate Diploma
## Social Media Branding

tech *technological university*