

Social Media

Certification Program Get certified. **Get results.**

Learn Proven Social Media Best Practices, Tactics, and Strategies from *Industry Experts*

Develop the crucial skills you need to grow your business and advance your career with the *Institute for Social Media at Cincinnati State* Certification Program.

Learn a step-by-step method for applying the tools, tactics, and strategies to successfully implement your social media marketing and to communicate effectively with your internal and external customers—24/7.



- Are you hearing the “buzz” about social media but don’t know how to apply it to your business?
- Are your social media efforts disjointed and lacking results?
- Do you want to get real results with social media marketing and learn the metrics to measure them?
- Do you want to know how to harness some of the most powerful marketing tools in history?
- Do you seek industry recognition for your skills in social media?

If you answered **YES to any** of these questions, then this program is for you.

Why is this Certificate Different?

- Concept and content based on feedback from employers across the Cincinnati region.
- Developed via unique partnership between Cincinnati State, O’Keeffe PR and Boot Camp Digital.
- Advisory Committee consisting of subject matter experts from Proctor & Gamble, Empower Media-Marketing, PitchEngine, Bridge Worldwide and Nielsen Online.
- Accredited through Cincinnati State for three credit hours.
- Consulting services also available to support and execute strategic social media plans.

You *can’t afford to ignore* Social Media

Social media is transforming your business, your customers, your colleagues, your partners and your competitors in revolutionary ways.

- Dell Computers sold \$6.5 million through Twitter alone
- Facebook now has more than 500 million users; if it were a country, it would be the third largest country in the world – bigger than the U.S., Canada and Mexico combined
- More people check Facebook every day than listen to the radio or read a newspaper
- Twitter has more than 120 million registered users
- 75% of online adult users 18-24 have a profile on a social networking site

Seats are filling up
quickly.

Reserve your seat at www.WorkforceCincinnati.com/wdc/SocialMedia.

Institute for Social Media | 10100 Reading Road | Cincinnati, Ohio 45241 | 513.569.1643 | Toll-free: 888.569.1709 | Fax: 513.569.1801 | www.workforcecincinnati.com | workforce@cincinnatiastate.edu



Program Summary

This program includes three full days of practical instruction—and testing—to enable you to transfer your learning to the workplace immediately upon completing the program, and build and execute a successful social media marketing plan.

Day 1: Social Media 101

The basics! Introduces students to the Boot Camp Digital Social Marketing System – a proven and successful social media marketing approach. You'll also learn how to leverage key social media sites, including Twitter, Facebook, LinkedIn, Blogs, YouTube and user-generated content.

Day 2: Social Media for Marketing

Provides in-depth practical instruction on how to build and execute a successful social media marketing plan utilizing best practices and case studies. This module is laser focused on how you can achieve real, measurable results using social media.

Day 3: Advanced Topics in Social Media

Covers advanced social media monitoring and measurement, selling social media to the boss, social media efficiency tools, search engine optimization, mobile marketing and how to integrate social media with the rest of your marketing plan.

Guide books, action planners, check lists and quick-start guides are included to help you start applying your knowledge immediately.

Why get Certified?

Industry Recognition – Get recognized for your expertise with industry certification from an accredited program.

Implement Proven Strategies and Learn New Skills – Learn the must-know strategies, tools, and tactics from industry experts.

Stay Current and Beat your Competition – Stay ahead of your competition and get results by learning best practices and proven methods of social media marketing.

Enhanced Job Opportunities – Increase your marketability with new skills and accredited certification.

Bottom Line: This certification program will provide you with the full spectrum of knowledge and hands-on practical skills needed to achieve real results.

The Instructor

The *Institute for Social Media at Cincinnati State* Certification Program curriculum has been created by industry expert Krista Neher, CEO of Boot Camp Digital. Neher is a published author, international speaker, and leading authority on social media marketing. The Boot Camp Digital Social Marketing System has been used by thousands of marketers to get results.

Program fee: \$1,795

Cincinnati State
Workforce
Development Center

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