

Social Media for Business Certificate 50 hours • noncredit certificate

The Social Media for Business Certificate provides students with an understanding of how to effectively leverage social media as part of a business marketing strategy. Students will analyze the ways in which businesses and nonprofits use social media marketing to engage customers and develop a successful business presence on social media using Facebook, Twitter, LinkedIn, YouTube, Instagram and Pinterest.

Required Courses (to earn certification)

ENP-801 Youtube for Business (10h)

Students learn to use YouTube to broadcast user and business-generated videos. Topics include creating a custom channel and building a following by uploading and sharing videos that communicate a brand and engage an audience. Students learn to view, upload, and share videos; create playlists and optimize videos for search engines; and add annotations, notes, and links. Uploading and editing film for YouTube is also covered. 10 hours lecture.

ENP-802 Pinterest & Instagram for Business (10h)

Students learn to market and expand a brand using Pinterest and Instagram. Provides the basics and beyond of these platforms, including how to product high level content and effectively use the sites in a marketing strategy to develop a loyal, enthusiastic customer base for their brand.

ENP-803 Twitter for Business (10h)

Students learn to market and expand a brand using Pinterest and Instagram. Provides the basics and beyond of these platforms, including how to product high level content and effectively use the sites in a marketing strategy to develop a loyal, enthusiastic customer base for their brand.

ENP-804 Facebook for Business (10h)

Facebook is the most popular social network and a powerful tool for growing and promoting your business. Create effective profiles, pages, groups, and ads. Establish goals and learn how and what to post to achieve them. Build relationships with current and new customers. Increase traffic to your website. Measure the success of your Facebook marketing.

ENP-805 LinkedIn for Business (10h)

LinkedIn is the world's most popular business-oriented social media networking platform. Students learn to use LinkedIn to develop business through relationship marketing. Topics include optimizing a company profile, developing content that engages a target audience, building a professional brand, marketing a company, showcasing credentials, getting business advice, reconnecting with former colleagues, and connecting with businesses around the globe.