



Institute for Social Media: Learn how to connect, share, and get results.

Do you want to learn social media skills that translate into business success? Look no further. The Social Media certificate offered by the Institute for Social Media immerses you in the real world of social media as it relates to the success of your business, your product or service, or yourself—personally and professionally. This dynamic program empowers users at all levels—from neophyte through highly advanced—to harness this exploding communication tool and drive the return on investment for all your activities.

Why is social media important?

The impact of social media is awesome:

- Facebook has over 500 million users—if it were a country, it would be the third largest country in the world: larger 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
- About 75% of online users aged 18–24 have a profile on a networking site

Social media is here to stay. It has become by far the leading tool to connect, share, and get results.

What will you learn?

Attend this three-day program, and you will learn how to:

- Create social media profiles that get results
- Publish content on six different social media sites
- Build a strategic social media plan for marketing

- Utilize social media efficiency tools to get better results in less time
- Measure social media
- Rank higher in search engines to get more business
- Use Twitter, Facebook, LinkedIn, blogs, YouTube and Flickr

You'll learn where to start, and will be able to put your learning into action immediately. Best of all, you will connect with prospects, colleagues, customers, and others—and get results!

Who will benefit?

This program is especially helpful for:

- Small business owners
- Marketing managers
- Sales managers
- Human resource professionals
- Customer service representatives
- PR professionals
- Marketing researchers
- Job seekers

In short, anyone who wants to use social media as a tool for business success.

What is your investment?

You'll find that Institute for Social Media programs are

- Competitively priced to fit your budget
- Cost-effective, with direct impact on productivity and performance.

For more information

For more information about the Social Media certificate or to register for an upcoming session, contact [WHOM? PROVIDE NAME/PHONE] or email [PROVIDE EMAIL ADDRESS].

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