

Online Social Media Certificate

The University of Vermont

Certificate Overview

Marketing has changed so much over the last 10 years. Consumers have more power than ever when it comes to what they see and buy online. It is now up to marketers to go beyond traditional advertising campaigns and find ways to build a relationship with their audiences. And one of the best ways to do that is by telling a story. People have always loved authentic stories, and now the challenge is, how do you do that in 140 characters?

This certificate is designed to help digital marketers understand the key components of storytelling and how they can apply these principles to their digital marketing campaigns.

Certificate Flow

This certificate has multiple steps, detailed below:



*** Details for all three of these steps are located in Blackboard. ***

Knowledge Navigator: Tyler King

It always makes me feel uncomfortable when people call themselves social media ninjas or “master.” Now, if someone were to call me a Social Media Jedi master, that would be pretty cool. I’m a reformed history major working in marketing--more specifically, social media marketing. I got my start in digital marketing over a decade ago. Over the years, I’ve been able to work with some truly great brands like the NBA’s G League, Nordictrack, Dell, Pluralsight, Zions Bank, and BambooHR. So now, I find myself living the dream, helping businesses find the right stories that not only help sell their product but build their brand as well.

What You Will Learn

Upon completion of this course, you should be able to:

- Identify who your audience and what they want to engage with on social media
- How you can use social media storytelling to create an audience who loves your brand
- Know what kind of story goes on each unique social media platform
- How to build a brand your audience will love and trust
- Understand when to use copy and visuals to tell your story
- How to incorporate influencers and customer stories into your storytelling

Time Commitment

We estimate that the student will be engaged in 5-7 hours per module during the Storytelling course portion of the certificate. Simulation and capstone time commitments will vary by student.

Social Media Storytelling Course Content

Module	Topics
1	● Social Media Storytelling
2	● Personas in Social Media Storytelling
3	● The Art of Visual Storytelling
4	● The Art of Visual Storytelling (cont.) Social Media Metrics

Student Learning Accommodations

In keeping with University policy, any student with a documented disability interested in utilizing ADA accommodations should contact Student Accessibility Services (SAS), the office of Disability Services on campus for students. SAS works with students and faculty in an interactive process to explore reasonable and appropriate accommodations, which are communicated to faculty in an accommodation letter. All students are strongly recommended to discuss with their faculty the accommodations they plan to use in each course. Faculty who receive Letters of Accommodation with Disability Related Flexible accommodations will need to fill out the Disability Related Flexibility Agreement. Any questions from faculty or students on the agreement should be directed to the SAS specialist who is indicated on the letter.

Contact SAS:

A170 Living/Learning Center;

802-656-7753

access@uvm.edu

www.uvm.edu/access

Important UVM Policies

Religious Holidays:

Students have the right to practice the religion of their choice. If you need to miss class to observe a religious holiday, please submit the dates of your absence to me in writing by the end of the second full week of classes. You will be permitted to make up work within a mutually agreed-upon time. <https://www.uvm.edu/registrar/religious-holidays>

Academic Integrity:

The policy addresses plagiarism, fabrication, collusion, and cheating.

<https://www.uvm.edu/policies/student/acadintegrity.pdf>

Code of Student Conduct:

<http://www.uvm.edu/policies/student/studentcode.pdf>

FERPA Rights Disclosure:

The purpose of this policy is to communicate the rights of students regarding access to, and privacy of their student educational records as provided for in the Family Educational Rights

and Privacy Act (FERPA) of 1974.

<http://catalogue.uvm.edu/undergraduate/academicinfo/ferparightsdisclosure/>

Promoting Health & Safety:

The University of Vermont's number one priority is to support a healthy and safe community:

Center for Health and Wellbeing:

<https://www.uvm.edu/health>

Counseling & Psychiatry Services (CAPS)

Phone: (802) 656-3340

C.A.R.E. If you are concerned about a UVM community member or are concerned about a specific event, we encourage you to contact the Dean of Students Office (802-656-3380). If you would like to remain anonymous, you can report your concerns online by visiting the Dean of Students website at <https://www.uvm.edu/studentaffairs>