



Center for Professional Development

Advanced Social Media

Training Professionals to Connect, Listen, and Engage

Led by a master social media practitioner, this 6-week advanced specialized certificate course uses in-depth case studies and interactive lab sessions to facilitate a comprehensive understanding of the practice of social media. This course will provide in-depth training in Web 2.0 technology: social networking, folksonomies, and digital media. Most importantly, the professional will learn how to create strategies, monitor, and measure social media initiatives.

Edison State College has partnered with Michele Lorito-Chase, founder of Ghost Executive Group to bring this quality workshop series to Southwest Florida by practicing real-world professionals, who will share insider tips and proven techniques that produce results. Case studies, guest speakers, discussions, presentations and real-life examples will bring greater understanding and practical application to your practice of social media.

In your advanced social media course training you will learn:

- Introduction to Social Media
- Developing a Social Media Marketing Plan and Strategy
- Complete Social Network Integration
- Brand Monitoring and Reputation Management
- Social Media Success Metrics and Measurement
- Social Media Case Studies
- Where and How To Create and Share Relevant Content
- Building Trust in Online Environments
- Legal and Ethical Considerations

This course is for the business professional who desires to gain comprehensive knowledge, skills, and strategies necessary to lead social media initiatives. The course is a 40-hour intensive combination of classroom learning, webcasts, one-on-one mentoring, special guest speakers, and private consultations. The professional will fully integrate within a selection of today's most popular social networks: Twitter, Facebook, LinkedIn, Digg, Delicious, YouTube, FriendFeed, Slideshare and more. The workshop series takes place over six consecutive

weeks. Each class is 4 hours and held in a computer-equipped classroom. Mid-week virtual and collaborative environments reinforce skills and understanding while introducing innovative resources to students. The workshop is limited to 15 persons to ensure quality learning.

Dates: Mondays, November 9th – December 14th (Six-Week Course: 40 Hours)

Time: 5:00pm to 9:30pm

Cost: \$877 includes all course materials including manual and workbook

Location: Edison State College, Lee Campus, room to be announced

Instructor: Michele Lorito-Chase, founder of Ghost Executive Group

Seats are limited, so register today!

Advance registration and payment is required

For registration form and information, call 239-489-9235, email celee@edison.edu

OR download from www.edison.edu/lee/ce