

enhance your **RESUMÉ**



THE MSI DIFFERENCE

- **FREE TRAINING MATERIAL**
Learning material is included with every exam, saving you money.
- **AFFORDABLE AND RESPECTED**
Our quality programs are recognized by employers.
- **FLEXIBLE**
Self-paced training and exam done 100% online.
- **VALUE**
Certificate & transcripts mailed to you after you pass your exam.

CERTIFIED SOCIAL MEDIA MANAGER

Cover each of the major social media channels and how they work together. We'll also review how to create a social media strategy, establish usage guidelines, respond when a mistake is made, determine what content is appropriate and optimize each channel.

Professional development courses are designed to prove your proficiency in a subject matter. Certification courses include all learning material required to pass the exam, and access to the certification test.

Within this program you'll learn the following:

- Purpose of Social Media
- Social Media Channels
- Social Media Strategy
- Guidelines
- Benchmarks
- Tracking Trends
- Social Listening
- Plus much more..

"These certifications have been a big boost to my resumé. MSI has really helped my career!"