



Certificate in Social Media for Government

The Certificate in Social Media for Government enables professionals tasked with public affairs or communication functions (internal or external) to develop the expertise necessary to create, implement, manage, and assess social media campaigns for government organizations at the federal, state, or municipal levels.

When deploying social media campaigns, government organizations operate in a different context than their private sector peers. Specifically, government agencies:

- Are subject to more stringent rules, regulations, and policies than private sector organizations when communicating with constituents;
- Have public service missions and metrics as opposed to profit maximization in the private sector;
- Employ different marketing approaches and tactics to communicate effectively.

Benefits

Program participants will master social media communication principles, apply strategies and tactics to real projects, and develop a professional portfolio to demonstrate newly acquired expertise. The primary objective of the program is to give participants the knowledge, skills, and abilities to ensure repeatable success in creating and deploying social media campaigns for government organizations.

Designed For

This certificate is intended for professionals in public affairs, visual communications/media design, strategic communications, information technology, and others who seek to implement social media more effectively for their respective organizations. Applicable government careers include:

- Public Affairs Specialists
- Public Affairs Officers
- Strategic Communicators and Planners
- Media Relations Representatives
- Community Relations Specialists
- Information Technology Managers and Chief Information Officers
- Operations Security Administrators
- Social Media Managers
- Marketing Communicators
- Congressional Staffers
- Government Contractors
- Consultants

Registration

CCPE.GEORGETOWN.EDU

Please visit us online for course descriptions, faculty bios, and registration.

202.687.7000

You may also call to speak with a program advisor.

Location & Times

Courses take place at the Georgetown University Clarendon Campus
3101 Wilson Blvd
Suite 200
Arlington, VA 22201

Across from the Clarendon Metro station

Courses meet on weekdays from 9:00am to 5:00pm.

Blackboard may also be used to deliver some sessions online.

Tuition

Per Course	\$595.00
Total certificate tuition	\$4,760.00

Contact the CCPE office for group registration rates.

Required Courses

Using Social Media Tools Effectively	(7hrs)	February 15
Social Media Strategies & Tactics	(7hrs)	March 7
Writing for Social Media	(7hrs)	March 28
Strategic Communications Planning	(7hrs)	April 18
Measuring & Calculating Return on Investment for Social Media Campaigns	(7hrs)	May 9
Developing Strategies to Meet Policy & Budget Requirements	(7hrs)	May 23
Social Media Marketing	(7hrs)	June 6
Capstone Course in Social Media	(7hrs)	June 27

Course Description Highlights

Using Social Media Tools Effectively

In this course, participants will explore and apply techniques for integrating social media marketing as an integral component of marketing campaigns. Students will have the opportunity to create and present a written plan for achieving organizational goals through the use of a social media marketing campaign.

Social Media Strategies & Tactics

This course delves into of the operational impact social media efforts have on the internal operations of an organization.

Writing for Social Media

This course examines the rhetorical and publishing strategies used for innovative new media formats, in particular social media platforms. Throughout the course, the students' writing and research work will be showcased as text, video, and audio stories published on their own web/blog sites.

Strategic Communications Planning

Participants will be taught a proven strategic communication planning process that has a wide variety of applications to social media technologies.

Developing Strategies to Meet Policy & Budget Requirements

This course examines policy and budgeting related to government use of social media tools. Students will learn to leverage tools and resources to maintain a successful social media program given limited financial resources and personnel.

Social Media Marketing

Through case studies, discussions, and interactive exercises, participants will learn about the history of online communities and how to define and evaluate social media tools.

Measuring & Calculating Return on Investment for Social Media Campaigns

Participants will learn to communicate return on investment (ROI) of social media to a non-expert audience. Participants will develop skills to design a measurement dashboard for an interactive communications plan.

Capstone Course in Social Media

In this course, participants will present and defend a social media project they plan to create, implement, manage, and assess at work. Faculty and peers provide feedback and assess the effectiveness of the plan and lessons learned.

Prerequisites

A bachelor's degree. A TOEFL examination for non-native speakers of English is not required but students are expected to read, write and comprehend English at the graduate level to fully participate in and gain from the program.

Experience in government communications and/or strategic planning. Basic computer skills and knowledge of the functionality of social media platforms including Facebook, Twitter, YouTube and Flickr is required.

Certificate Requirements

Successful completion of all eight courses, for a total of 56 contact hours (5.6 CEUs), is required to receive the Certificate in Social Media for Government. All eight courses must be completed within a maximum two year time frame. Upon completion of the program students receive a Certificate in Social Media for Government from Georgetown University.

Registration

Please register online at ccpe.georgetown.edu.

Once there, click Certificate Programs – Social Media for Government. You may choose to register for all courses at once or register for individual courses.

If you have any questions please contact (202) 687-7000 or email us at ccpemarketing@georgetown.edu.