



Social Media Marketing

SEHG-SM-6361 · Business · approx. 7 min seat time · English · 100% online, self-paced

Accreditation & industry alignments: none verified on record — institutional accreditor mapping pending

COURSE DESCRIPTION

Sales & Marketing course covering social media marketing. Self-paced lessons with applied exercises.

WHO THIS COURSE IS FOR

Working professionals, team leads, and career-changers who want practical, job-ready Business skills — no prior coursework required. Teams and organizations can enroll groups for consistent, measurable upskilling.

WHAT'S INCLUDED

- 1 clock hour(s) of self-paced online learning
- 12 course modules
- 7 instructional videos — 7 minutes of total video runtime
- This syllabus (PDF), downloadable for reference
- Official SEHG Certificate of Completion upon finishing the course
- Language editions: English · Español

Delivered 100% online and self-paced in the SEHG learning platform. This section lists the materials currently delivered for this course.

MODULE MAP

- **Module 1 — Introduction**
 - Course Objectives
- **Module 2 — The Basics of Social Media Marketing**
 - What is Social Media Marketing?
 - The 5 Pillars
 - Considering KPIs
 - Social Media Marketing Tools
 - The Benefits
- **Module 3 — Facebook**
 - Pros / Cons
 - Facebook Stories
 - Likes / Comments
 - Posts / Links
 - Tracking and Measurement
- **Module 4 — YouTube**
 - Pros / Cons
 - Types of YouTube Ads
 - Channel
 - Content and Voice
 - Tags and Measurement

- **Module 5 — Twitter**
 - Pros / Cons
 - Types of Tweets
 - Voice
 - Tags and Links
 - Tracking and Measurement
- **Module 6 — LinkedIn**
 - Pros / Cons
 - Types of Ads
 - Optimize Search in Profile
 - Groups and Links
 - Tracking and Measurement
- **Module 7 — TikTok**
 - Pros / Cons
 - Hashtag Challenges
 - Advertisement Types
 - Tracking and Measurement
 - Content
- **Module 8 — Pinterest**
 - Pros / Cons
 - Watch
 - Pins and Boards
 - Traffic and Links
 - Tracking and Measurement
- **Module 9 — Tumblr**
 - Pros / Cons
 - Choosing a Theme
 - Posting and Conversation
 - Links
 - Tracking and Measurement
- **Module 10 — Snapchat**
 - Pros / Cons
 - Geofilters and Lenses
 - Audience
 - Ads
 - Tracking and Measurement
- **Module 11 — Instagram**
 - Pros / Cons
 - Instagram Stories
 - Niche and Quality
 - Hashtags
 - Tracking and Measurement
- **Module 12 — Assessment**

COMPLETION & CERTIFICATION

Completion-based: a certificate of completion is issued after all course videos have been viewed.
The certificate of completion is non-credit. This course does not currently carry academic credit or CEUs.

OFFICIAL SEHG CERTIFICATE

Graduates receive the official Synergy University Education Certificate of Completion — issued by the Office of the Registrar with a unique credential ID, shareable to LinkedIn and verifiable online.

Every certificate carries a unique credential ID — verify at:

SynergyEducation.AI/verify

SUPPORT, ACCESS & POLICIES

- Support: CEO@SynergyEducation.AI
- Accessibility: ADA/WCAG 2.1 AA-first delivery; accommodations available on request.
- Academic integrity and refund policies: per SEHG student handbook.

Enroll Today

Tuition per learner (Essentials tier) — enroll online with the course code below.

\$49 · SEHG-SM-6361 · SynergyEducation.AI

Also available: instructor-led workshop kits for teams — in-person training agendas, playbooks, and facilitator materials built on this course. Contact CEO@SynergyEducation.AI.