



## Certificate of Achievement

# Kirk Cornwall

has completed the following course:

### DIGITAL SKILLS: SOCIAL MEDIA ACCENTURE

This online course explored how to effectively use social media for business. It provided information on how to promote your brand, set campaign objectives, how to identify the target audience and the right channels.

2 weeks, 1 hour per week



**Mark Sherwin**  
Lead Educator  
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.



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has completed the following course:

### **DIGITAL SKILLS: SOCIAL MEDIA ACCENTURE**

**91%**  
AVERAGE TEST  
SCORE

This course explored why social media is so important for businesses today and how it can be used to establish and build brand presence. It outlined the key steps involved in promoting a brand through social media, including setting and tracking campaign objectives. Other topics covered included how to identify your target audience and the right channels, how to create engaging content, and how to manage your presence online.

#### **STUDY REQUIREMENT**

2 weeks, 1 hour per week

#### **LEARNING OUTCOMES**

- Explain what Social Media is
- Describe how it can be used to build a brand
- Explain what target groups are
- Identify social media channels
- Explain tips for messaging
- Describe the role of a Social Media Manager
- Identify Social Media Management tools

#### **SYLLABUS**

##### **Week 1**

- What is social media?
- Target groups
- Social media channels
- Managing your social media presence
- Social media management tools

##### **Week 2**

- Social media top tips
- The importance of performance measurement
- Social media listening