

## Summary of Advisory Committee Meeting for the Social Media Strategist Certificate

**Date:** April 2018

**Participants:** Michael Mandelkern, Diogba Gbye, Dewey, Kiana, Victoria, Shannon, Frank Martinez

**Objective:** To uncover some of the tools that students need in order to be certified to work as a social media strategist from professionals with a direct connection to the field.

### Key Quotes:

Social media is “multimedia.”

Social media is all about “visually and verbally communicating a story.”

A social media strategist is the “voice” of the business and is distinct from marketing.

### Key Points:

A content marketing manager tells stories for businesses. The social media strategist will build a story, get people interested, find a hook, find what the most interesting pieces are, and be able to visually and verbally tell a story, but must do so with well-written concise prose while understanding their audience.

The social media strategist represents a company and should have a lot of followers. This person should understand the business, its needs, how it functions, and how all the departments are interconnected. This person assumes the voice of the business. Skills that are important for this position are knowledge of creating media, photography and video shooting skills, communication skills, writing skills, and attention to detail.

Each business has a personality and some are in need to develop a personality. The personality of the company is different than the culture. Personality is more like public persona, brand voice, or communication style which adds to the credibility and reliability of the company. This connects to the aspect of knowing the clientele and understanding the audience which is very important to composing social media as the **voice** of the business. It is integral to understand the audience.

Subjects and topics that are necessary for this program are interdisciplinary and include understanding the history of social media, understanding the different platforms, creating and running a campaign, critical thinking skills, business, marketing, the importance of writing, design, communication, video/photography, and basic html. It would be great if the program involved the creation of a portfolio that students can accumulate the necessary skills in order to present to possible employers.