

Social Media Specialist

There's more to social media than making posts online. Learn to create and execute social media marketing in the Social Media Specialist program. Students will gain firsthand experience as well as foundational knowledge of marketing strategies while spending time as a Social Media Specialist for a simulated business. In this program, you'll learn how to develop a social media content plan, craft creative messages, target specific audiences and study analytics to measure the effectiveness of social media posts and ads. Particular emphasis will be spent exploring how businesses use Facebook, Twitter, Instagram and LinkedIn to promote their business. Students will complete this program with knowledge of basic business principles, Microsoft office, desktop publishing, graphic design, digital marketing and web design.

Social Media Specialist: How You'll Learn Hands-On

Get out of the classroom and into the real world with projects such as:

- Creating a social media marketing plan
- Defining target markets for specific social media platforms
- Working with simulated social media platforms to create ads to influence and promote a company, brand, product, service or person
- Tracking progress in achieving social media goals and understanding the measurement tools, services and metrics

Where it Can Take You

Gain enough in-class experience to confidently apply for positions that require social media skills in:

- Business Management
- Customer Service
- Marketing
- Public Relations

What You'll Learn

- The history of social media marketing, its role in public relations, advertising and marketing
- The merging of social media marketing with all facets of business

- To develop skills using social media tools currently available for business/marketing communication
- Effective (and ineffective) use of social media platforms and websites to promote a company, brand, product, service or person

Course	Hours
Fundamentals of Technology	120
Fundamentals of Administrative Technologies	120
Administrative Technologies II	120
Marketing Fundamentals	120
Desktop Publishing and Graphic Design	120
Digital Marketing	120
Fundamentals of Web Design	120
Career Major Capstone	120
Total	960

Career Readiness Certificate

[WorkKeys®](#), an assessment tool from the ACT® organization, measures skills employers have identified as critical to job success in their industry and are used in hiring and promoting employees. Students are able to earn the ACT®-issued [National Career Readiness Certificate](#) by meeting the score requirements for their job field on three WorkKeys® assessments.

Matching the right employees with the right job creates employee job satisfaction, increased self-confidence and the best wages possible for the employee. The employer benefits with reduced turnover and training, increased productivity and overall company success. To learn about the WorkKeys® scores needed for your future career field visit [Job Profiles](#).

The required WorkKeys scores for this career major are:

Applied Math - 3

Workplace Documents - 3

Graphic Literacy - 4

Graduation Requirements

In order to be successful in a career, students will need to meet all technical and academic standards related to their career of choice at Meridian. Meridian offers rigorous programs of study designed in cooperation with business and industry to ensure students are fully prepared for the demands of the workplace.

Meridian's Career Ready Credential

When a student completes all standards as set forth in their program of study, they will be considered a graduate of Meridian and receive the Career Ready Credential. Students who do not meet these standards will not be considered graduates of Meridian. Students should have:

- Completed all courses in a career major with a grade of "C" or above and achieved required industry-based certifications for the career major
- Achieved WorkKeys® scores at or above the level required for the career major or earned an ACT® composite score of 19 or greater (Students may substitute equivalent scores on SAT, ACCUPLACER or other approved assessments.)

Additional Endorsements

Students earning a Career Ready Credential may also earn the Postsecondary Ready Endorsement, Citizenship Ready Endorsement and the National Career Readiness Certificate (CRC).

Postsecondary Ready Endorsement

- Earned, or was on track to earn, a high school diploma or GED at the time of Meridian graduation
- Achieved a subscore of 19 or greater on the ACT® in math, English, reading and science (Students may substitute equivalent scores on SAT, ACCUPLACER or other approved assessments.)

Citizenship Ready Endorsement

- Completed employment profile, résumé, job application, cover letter, mock interview and job search training through OKJobMatch.com
- Documented active membership in a [CareerTech Student Organization](#) or professional

association related to the program of study

- Documented 20 hours of volunteerism or service in a community activity

National Career Readiness Certificate (CRC)

- Completed WorkKeys® assessments in Applied Math, Graphic Literacy and Workplace Documents and received a silver, gold or platinum National [Career Readiness Certificate](#) through the Oklahoma Department of Career and Technology Education.

Get Started

Apply for [admission as a high school student](#). Apply for [admission as an adult](#). Contact the Career Planning Center with questions at [405.377.3333](tel:405.377.3333).