



Social Media Academy

Joanne Glasspoole

Palo Alto, November 2011

Joanne Glasspoole has successfully completed the Social Media Strategist class through Social Media Academy.

Joanne Glasspoole successfully attended all sessions (October 2011 – November 2011) finished assigned exercises and projects, passed all tests and the final exam of the Social Media Academy and graduated as

Certified Social Media Strategist

in November 2011

Joanne Glasspoole acquired the following knowledge through lectures and exercises focused on business related social media applications:

- Social media as a cross functional engagement
- Social media as a method to improve the customer experience by integrating at least sales, marketing, support and product management in a homogeneous social media strategy
- Selecting tools and places that makes sense to the respective business
- Applying social media to marketing by understanding the conversation centric dynamics of social media on the customer and partner side
- Building executable social media plans within time lines and available resources and budgets
- Applying social media in product design and product management departments to build better and more marketable products and services with the help of customers.
- Creating a comprehensive and executable social media strategy for a corporation
- Selecting tools for reporting and analytics and being able to perform social media assessments on an ongoing base.



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- Defining and managing social media budgets and corresponding ROI calculations.
- Recruiting, building and managing a social media and online community team, defining roles and responsibilities.
- Understanding the social media reality, risks, and failures, dealing with hostile attacks and corporate culture issues
- Planning and building a social media presence based on professional market assessment, a corporate social media strategy, an execution plan and available resources and budgets within a defined timeline.
- Managing a social media presence including performance analysis, key performance indicator, reporting and based on corporate objectives.

Please don't hesitate to contact me should you have any questions regarding this certification.

Regards,

Marita Roebkes
President
Social Media Academy