

Hootsuite Platform Certification (HPC)

Industry Certification Information Sheet

Aligned Programs of Study

Marketing

Aligned Course

- Marketing and Management II: Advanced Strategies (5932)

Description

In today's technology-driven world, marketing is done digitally. The emergence of social media as the dominant connectivity outlets for our society, has increased the need for proof of social media marketing prowess. Hootsuite is a social media management platform that allows users to operate multiple social media accounts from one dashboard. Hootsuite Academy offers free online tutorial classes that teach users how to use the platform interface. These courses and their subsequent certification exam covers Hootsuite fundamentals as well as running campaigns and capturing data analytics.

Materials and Resources

Hootsuite offers a training lab called Hootsuite Academy which contains a series of video tutorials and lessons for certification preparation. Hootsuite Academy can be accessed [here](#).

Testing Site

The Hootsuite Platform Certification exam is taken online following the completion of the Hootsuite's free online Platform Training courseware provided via Hootsuite Academy. More information on exam and courseware can be found [here](#).

Test Owner and Registration

Hootsuite
Vancouver, Headquarters 1
5 East 8th Avenue
Vancouver, BC V5T 1R6
Phone: (888) 350-5191

Exam Codes	Hootsuite Platform Certification (HPC)
Website	https://hootsuite.com/pages/hootsuite-platform-certification
Exam Format	50 questions, demonstration-based Online exam
Length of Test	75 minutes



Department of
Education

Price	\$99.00
--------------	---------