

Hootsuite Social Marketing Certification (HSMC)

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. While Hootsuite Academy offers free online tutorial classes that teach users how to use the platform interface, the organization also offers training and certification in social media marketing, separate from their platform management services. The social marketing certification requires testers to show basic social media navigation, sound social marketing concepts, optimization of profile effects, and creation of comprehensive social media marketing campaigns.

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 Social Marketing 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 Social Marketing Certification (HSMC)
Website	https://hootsuite.com/pages/social-media-marketing-certification
Exam Format	60 questions Online exam
Length of Test	60 minutes



Department of
Education

Price	\$199.00
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