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Like Hootsuite, Sprout Social is a social media dashboard that monitors and manages multiple social networks. It has a clean interface and user-friendly dashboard, built around six tabs: Home, Messages, Feeds, Publishing, Discovery and Reporting. When you connect facebook, Google+ (Page only), LinkedIn, and Twitter accounts, Sprout Social suggests ways to get new people to follow or unfollow you, and offers many ways to schedule updates in advance. Sprout Social still has a lot to improve, like providing a wider range of social networks, but it is opening the way for fruitful social media management. Related: 5 things to look for in social media analytics prices: \$39 per user/month - up to 10 profiles, real-time brand monitoring, comprehensive reporting tools, and management of \$59 or more per user/month - up to 20 profiles, helpdesk and Google Analytics integration, deluxe reports, management of \$99 or more per user/month - Manage up to 50 profiles and search for more new jobs?Looking for career switching?If you actively search and apply for a job, adding an edX certificate to your LinkedIn profile will help you highlight the latest skills and achievements to your future employer. In a highly competitive job market, it's important to have no relationship with other applicants, and it's a good strategy to increase your chances of being prominent by adding completed MOOCs and programs to your LinkedIn profile. (See this article to learn about the benefits of adding certificates to CVs.) Below, you're reviewing the top three questions from learners about how to add verified certificates and micromaster credentials to your LinkedIn profile. 1) Why you need to add an edX certificate to your LinkedIn profile Social media use for adoption has increased by 54% in the last five years. According to a recent SHRM survey, 84% of organizations employed on social media, including LinkedIn, are now. Displaying an edX certificate in your LinkedIn profile shows you what you have valuable skills and are working on learning. Completing a program or course at edX will show you a deeper knowledge of your area of expertise and help you stand out as a candidate. 2) What is the value of a certificate to an employer? In a recent survey of edX learners who obtained verified certificates in career-oriented courses, 47% of respondents highlighted certificates in their LinkedIn profiles and 45% included them in their resumes. 83% of learners in the same survey said they learned new skills in edX courses, and 43% said courses helped them advance their careers (promotions, raises, new jobs, job changes, etc.) 3) How I added my certificates and research to my certificates and researchProfile. To view EdX achievements, select two spaces on LinkedIn. As an education section or certificate. The Education section shows that you are a lifelong learner. Show your clear achievements while highlighting individual certificates. If you are an ongoing learner of edx, we recommend that you add it to both sections. Education Division: If you're studying multiple digital marketing courses, you can add Digital Marketing as a learning area to your profile's education section: Certificates: If you want to view individual courses and highlight specific skill sets to your employer, you can add course names to the certificate section of your profile. For more information, please click here. When the course is complete (using the path to the verified certificate), click the LinkedIn button shown in the image below. Learn more about uploading certificates to your LinkedIn profile. Looking for options to advance more careers? The latest MicroMasters program is a new category of master-level online education to further your career in the most in-demand areas, from UX and artificial intelligence to global business management to Android development, while at the same time providing a pathway to an accelerated master's degree. Point Park University offers working adult students an online bachelor's degree in social media management. This program provides insight into the intersection of management and marketing in social media to improve skills in a rapidly expanding industry. Online digital media degree research may include topics such as ethics in media communications law, public relations writing faculty bring real-world industrial experience to virtual classrooms and prepare students to take on management positions in various fields. Develop marketing skills, from communication and content development to analytics and campaigns. Some courses may be offered in a hybrid format designed to provide flexibility for your own scheduling needs. Get an online media degree from Point Park University to be an expert and coordinator for advertising, marketing, public relations, and more. Copyright©2020 GetEducated.com; Approved Colleges, LLC All Rights Booking The coolest thing about social media is not being able to track every mediocre move your friends make (unless a friend says you're that hot yoga guy from class last week). It's a free and easy way to market yourself. Facebook is a fab for sharing daily observations, but other social venues are familiar with your career: tweeting clever observations or posting how-to videos on YouTube can help you build on the following and establish yourself as an expert. In fact, nurturing your own digital representations can help you land a job, nab a book deal, or simply win more social invitations.Your online influence. Here are some useful social media tips. Twitter Why?There's no other place that's easily and easily accessible, especially industry leaders who want to know, especially industry leaders who can provide insights or retweet to follower gags. It's your chance to show off your wit and credibility through lively, timely comments. Post like a pro: Try the 80/20 rule: 80% of posts are relevant to your niche and should provide value to your followers. 20 percent can be plain old fun. Research shows that tweets with questions and information sharing are often preferred over opinions, complaints and random thoughts, so they ration posts that say they are eating pickles. Add a link to increase your chances of being retweeted, #election2012のような人気のハッシュタグを滑り込ませて and stand up in front of your fellow tweeters using the same tag. Avoid this! Shortly after the Twittersphere secured the gold, Phelps wins! If you're full of tweets, don't chime in unless you have new information to bring to the virtual table. Think of Twitter as a cocktail party: no one likes shameless self-promotion, comments too puzzling to understand, or people repeating themselves. Research shows that when people unfollow someone, it's usually because the person spat out a slew of random tweets in a short amount of time or tweeted about a boring topic. They also show that their tweets don't provide enough value, so you're less likely to follow those who follow twice the number who follow them. Timing is everything: the golden time for Twitter retweets is 2p.m.to 5p.m.ET. (Note that the west coaster lives in an eastern or central time zone for the overwhelming majority of the population.) Between 5 and 10 Tweets are recommended throughout the day, but the more people who tweet, the more they should continue tweeting. It's better to stay involved with your loyal followers than to worry about bothering others. Why linked-in?Unemployed people aren't just looking for jobs, HR personnel are ravaging the site looking for potential employees. Eighty-two of Fortune's top 100 companies have said they will use the site to find candidates, so you'll need to search for your profile and enter it in full (the full profile has at least 50 connections). Filling in your full career history means your profile is 12 times more likely to be viewed by others. Post like a pro: Establish your position as an authority by selecting the Answers tab on your home page and answering questions posted by people in your industry. (If you answer enough, you can be introduced on the site as an expert.) Avoid this! If you want to send a connection request to a new person, don't start with I'm looking for this. Instead, introduce yourself in detailed and personal messages and mention anything you admire about them, such as I saw you did this. And remember: LinkedIn mugshots must be strictly professional (leave Fido photos for Facebook). A plain or white background is best visible. Timing is everything: your settingsEnsure that messages and discussion threads are sent to e-mail so that you can reply quickly. If you ask a coworker for recommendations, hit them before or immediately after leaving the company so that their work experience is fresh. Whether you want to demonstrate your acting skills, music chops or how-to expertise, YouTube videos are heavily exposed and can also be cashed in. Prime example: Makeup artist Michelle Pang has attracted nearly 2 million subscribers and signed a Lancome contract. Personal trainer Amanda Russell was named one of Google's Next Top Fitness Personalities in 2012 after she posted various workouts on her channel. And 14-year-old Justin Bieber (did you hear about him?) Became a megastar after Usher saw a video of him singing and signed on to Island Records. Posts like pro: YouTube.com/Analytics is very much like its own marketing pro: free reports can show you where the traffic is coming from (referrals from other YouTube channels, external websites, etc.), and you can strategically promote yourself in those places. The tool also allows you to pinpoint when the viewer clicks on the video, so you can also edit the yawn. Stick to your own links when you make witty and brilliant comments on other videos and channels in your niche. Avoid this! It doesn't make an impact with HD cameras, but the really poor image quality and sound is a big turn-off for viewers. Another big N-O is isolating your audience. Make your fans feel important by asking them to rate and share your videos and suggest what to work on next. Timing is everything: Treat videos like TV shows: If you post them at the same time each week, viewers will know when to expect them to come back. Do you have enough material for a single video? Why Pinterest?If you're an interior designer, chef, stylist, or photographer, think of Pinterest as an eco-friendly portfolio. Curating a board that looks beautiful for everyone else shows you're tapped into fashion, art, or pop culture. Thanks to Pinterest's massive audience (which currently exceeds 10 million), content is easily shared and re-pinned (80% of pins are lipin' and 1.44% of tweets are retweets by comparison) and don't require the effort of referral traffic to other websites. Pin like a pro: keywords will be rich. Give the board a specific name (think handwoven basket or mini dessert as opposed to what I love or food) and tag every image you post with 3-5 search terms so that other users can easily find you. And by co curating the board, your partner's followers will see your work as well. Avoid this! boards are meant to be eclectic, so don't pin your own jewelry collection exclusively. And remember that people will be peeped if the link on your image doesn't work (they should always link backif the image is found first), if the pinned image is not properly sourced. Timing is everything: the best times to pin on weekdays are 2 p.m to p.m, 8 p.m to 1 a.m. Weekends are hottest on Saturday mornings. Often, don't forget to click on the Popular tab on your homepage to see what types of pins are trending and follow them. According to Pinterest analytics site Pinterest, pins related to trending topics have seen a 94% increase in click-throughs. Source: Nicole Williams, Connection Director at Linkin. Amy Jo Martin, founder and CEO of Digital Royalty. Meghan Peters, community manager .com Mashable. Jeff Widman, founder of Pagelever.Com. Bing Chen, Global Creators Initiative Manager at YouTube This content is created and managed by third parties and imported to this page so that users can provide their email addresses. 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