



Online Boot Camp Certification Program Outline

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Getting Started

Registration

Once you're a registered member of Boot Camp Institute you're ready to get started. If you did not register immediately after your purchase or through the latest e-mail, please do so.

The Course

The Certification Course consists of 9 sections, 7 of which have quizzes that are necessary to complete before earning your certification. ***In order to complete the Certification Course*** you must complete all 7 quizzes and submit the final assessment. There is no time limit, however, we suggest a 1-month time frame for completing the program. The program outline below outlines the recommended 4-week completion schedule.

In order to access the Certification Course at your convenience, use the link: <http://bootcampinstitute.com/login>. If you're having trouble accessing your Online Boot Camp, check out our [Video Tutorial Here](#)

Live "Office Hour" Sessions

Every Wednesday at 2pm ET, join a Boot Camp Digital social media expert for office hours. For one hour, the experts will answer any questions that you have about social media, internet marketing, and the training program. We will go as in-depth as you need, reviewing your social networks or just simply answering a short question.

The online office hours can be accessed here (you must be logged in under your username in order to view the page): <http://bootcampinstitute.com/online-boot-camp-office-hours/>

Attending the online office hour sessions is not mandatory for achieving your certification.



Certification Requirements

In order to receive your certification, you must successfully complete all of the certification aspects of the curriculum.

Once you have completed all of the elements you will receive a printable download of your certificate. A certification is different from other programs because it means that you have demonstrated your knowledge in the subject area with testing and practical application.

CONGRATULATIONS!!!!

The following elements are required to attain certification:

- Successfully complete tests
 - 7 tests comprised of 10 questions each
 - Passing score of 70% required
 - Tests may be retaken as many times as needed for successful completion
- Successfully complete assignments
 - The assignments display your knowledge and ability to apply the material
 - 2 assignments are required
 - Graded on Pass/Fail within 1 week of submission
 - Failed assignments may be resubmitted to attain a passing score. In the rare event that your assignment fails, you will receive specific feedback to get it on track.
 - **BONUS: We provide you with feedback on your assignments, which gives you insight into your social media strategy and execution.**

Once you have successfully completed all certification elements you'll receive a download of your certificate.

*** NOTE: The certification elements should be easily passable if you follow the course curriculum.

Program Outline

Our certification program schedule gets you certified in social media in only a month by following this plan.

This is the recommended schedule to complete the Online Boot Camp in one month. When you register you will receive immediate access to all of the modules, so you can get started right away.

You will never lose access to the materials included in the Online Boot Camp, and you will receive updates for any changes to social networks. You have one year from your date of purchase to complete the certification requirements. The calls are completely optional and do not impact your certification.

This is our recommended schedule to attain your certification in 1 month and make the most out of the weekly calls. You can complete the Boot Camp at your own pace, and are in no way required to follow this schedule. The online training elements should be complete PRIOR to the call as we'll use the call to review the content from the training and answer questions.

Week 1: First Week of the Month

- **Online Training:**
 - Complete Internet Marketing 101 (prior to call) (3 hours)
- **Office Hours (Suggested Topics/Questions)**
 - Welcome to the program and overview
 - Overview of Internet Marketing concepts and how they link to social media
 - Focus on SEO (Search Engine Optimization) and Mobile

Week 2: Second Week of the Month

- **Online Training:**
 - Complete Part 1: Introduction to social media concepts (1 hour)
 - Complete Part 2: Strategic Social Media Planning (1:15)
 - Complete Part 3: Publishing (1:10)
- **Tests and Assignments**
 - Complete test for social media strategy
 - Complete test for publishing
 - Complete first and second section of social media strategy action planner
- **Office Hours (Suggested Topics/Questions)**
 - Overview of social media strategy and importance
 - Tips for building comprehensive strategy to generate business results

Week 3: Third Week of the Month

- **Online Training**
 - Complete Part 4: Sharing (1:05)
 - Complete Part 5: Social Networks (Facebook, LinkedIn, G+) (2 hours)
- **Tests and Assignments**
 - Complete test for sharing
 - Complete test for social networks
 - Complete fourth and fifth section of social media strategy action planner
- **Office Hours (Suggested Topics/Questions)**
 - Review/overview of key content
 - Highlight tips and tricks for best practices

Week 4: Fourth Week of the Month

- **Online Training**
 - Complete Part 6: Twitter (0:45)
 - Complete Part 7: Communication: Collaboration and Community Management (1:15)
 - Complete Part 8: Measuring Social Media (:45)
- **Tests and Assignments**
 - Complete test for Twitter
 - Complete test for Collaboration
 - Complete test for Efficiency and Measurement
 - Complete sixth, seventh and eighth section of social media strategy action planner
- **Office Hours (Suggested Topics/Questions)**
 - Review/overview of key content
 - Highlight tips and tricks for best practices

Final Certification Elements

- **Submit assignment 1: Action Planner**
 - The action planner should be completed during the course, as outlined in the tests and assignments sections. Submit the action planner for grading (pass/fail) and feedback. This is your opportunity to get direct feedback on your social media plan.
- **Submit assignment 2: Sample Social Networks**
 - Experience in social networks is vital to ultimately understanding them. In order to demonstrate practical working knowledge of social media, you'll have to demonstrate your knowledge by submitting profiles on social networks.

Note: Assignment elements are accessible within each lesson and/or lesson topic.