



Social Media Strategist

Certification website: [Social Media Strategist | CIW \(ciwcertified.com\)](https://www.ciwcertified.com)

Credential Summary

The Social Media Strategist certification program focuses on the use of social media in business and validates how to create a social media campaign, how to analyze and present data in order to address organizational issues and make appropriate business decisions.

Overview

- **Related Instructional Hours:** 100 - 150
- **Exam details:** CIW Social Media Strategist exam (1D0-623)
 - Passing score = 69.09%
- **Third party testing provider:** PSI
- **Exam cost:** \$150
- **Renewal details:** Certification does not require renewal

Job Opportunities

- **Relevant SOC codes**
 - Market Research Analyst and Marketing Specialists 13-1161
 - Computer and Information Research Scientist 15-1221
 - Data Scientists 15-2051
 - Media and Communication Workers, All Other 27-3099
- **Demand information**
 - Average flame ranking = 3.54/5
- **Average Wages**
 - Ranges from \$54,110 (26.01 per hour) to \$104,700 (50.34 per hour)
(Average wages pulled as of October 2023)

Knowledge, Skills, and Competencies

- Explain business uses of social media.
- Identify steps involved in a creating successful social media campaign.
- Discuss crowdsourcing and crowd-shaping strategies.
- Identify strategies and tactics for creating and using folksonomies.
- Summarize and deploy typical social media metrics.
- Explain the concept of gamification in relation to social media, including peer-based endorsements.
- Identify and use tactics for gathering and analyzing data.
- Explain specific user-tracking techniques.
- Track virtual and brick-and-mortar business using social media and Web technologies.
- Explain and interpret data reuse strategies.
- Create reports about strengths and deficiencies of existing social media strategies.



Post Secondary Relevance

- **Next level programs of study**
 - Business Management
 - Strategic Marketing
 - Digital Marketing