



1. Title of the certificate – Yrkeshögskoleexamen ¹

Digital kommunikatör i sociala medier

2. Translated title of the certificate – Higher Vocational Education Diploma ²

Digital communicator in social media

3. Knowledge, skills and competence profile

The holder of the certificate has:

- Knowledge of the commercial benefits of digital communication, marketing, PR and sales in digital channels.
- Knowledge of digital tools for communication and how they work in social media.
- Knowledge of how individuals' and companies' behaviour is affected by digital channels now and over time.
- Knowledge of analysis of data from web and digital channels.
- Knowledge of digital campaigns: how they are planned, developed, optimised and followed up.
- Knowledge of advertising in digital channels: how it is planned, uploaded, optimised, converted and followed up.
- Knowledge of different forms of communication in digital media (text, image and video).
- Skills in planning for, creating and setting up digital campaigns intended for social media.
- Skills in exporting statistics from digital channels and writing reports on presence in social media.
- Skills in planning for and designing advertisements in text and images for social media.
- Skills in formulating a marketing plan for communication in digital channels.
- Skills in communicating visually, verbally and in writing in Swedish and English in digital channels.
- Skills in marketing communication in digital channels on behalf of a company on the basis of company tonality.
- Competence to be responsible for digital communication for a company/organisation and for how digital channels can be used to reinforce a developed message.
- Competence to contribute specialist competence in communication in digital channels in a working group and for a company/organisation.
- Competence to be able to have a confident dialogue with a business customer about social media and digital market communication.
- Competence to evaluate and analyse a company's presence in digital channels in order to develop, strengthen and calculate a company's visibility in digital channels.
- Competence to continuously communicate results and development issues regarding digital channels with a company's management.
- Competence to orient themselves and independently learn about the area's development issues for their own competence development.

4. Range of occupations accessible to the holder of the certificate ³

Digital communicator in social media, Community Manager, Social Media Manager and Social Marketing Manager / Paid Social Specialist Manager

¹ In the original language. | ² If applicable. This translation has no legal status. | ³ If applicable.

1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden www.myh.se
Level of the certificate (national or European) ¹	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training ¹	International agreements on recognition of qualifications ¹
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

3. Additional information

Entry requirements ¹

Entry requirement is successful completion of upper secondary education.

More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se

National Europass Centre

www.myh.se

¹ If applicable.