



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Webbkommunikatör Sociala Medier

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Web Communications Officer - Social Media

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of journalistic principles in communication copy, storytelling and editorial texts.
- Knowledge of organisational crisis management and the models, functions and behavioural impacts of communication.
- Knowledge of production for digital channels with picture, text, film and sound and responsive website design.
- Knowledge of specification requirements for ordering company as a supplier.
- Knowledge of search engine optimisation and marketing (SEO and SEM).
- Knowledge of open source and publishing tools including CMS, Episerver and WordPress.
- Knowledge of measurement, analysis, conversion and digital strategy, content production for content marketing and e-commerce and channel selection in digital channels.
- Knowledge of project management, theories, models, budget and monitoring.
- Knowledge of market and communication theories, concepts and models, sales process and presentations.
- Knowledge of laws, agreements governing the media industry as well as ethics and source criticism.
- Skills to implement communication and marketing theories and models.
- Skills in communicating and publishing through digital channels and social media.
- Skills in conducting business intelligence and monitoring trends and movements.
- Skills to create and edit text and content.
- Skills to actively participate in social media dialogue and user-generated content.
- Competence to work with company website, brand, blog and social media strategies.
- Competence to write SEO, selling, storytelling and brand-building text in digital channels.
- Competence to oversee a company's digital presence.
- Competence to drive traffic on different platforms and understand this functionality.
- Competence to analyse and work with company's website and social media.
- Competence to oversee all aspects of an organisation's social media presence.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Social Media Specialist, Paid Social Specialist, Social Media Manager, Content Manager, Content Creator, Communications Officer, Web Editor, Community Manager and Marketing Coordinator

5. OFFICIAL STATUS OF THE CERTIFICATE

Name and address of the awarding institution	Name and address of the public authority issuing awarding entitlement to education providers
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden www.myh.se
Diploma level (national or international designation)	Grading scale
SEQF/EQF:	Fail (Icke godkänt - IG) Pass (Godkänt - G) Pass with Distinction (Väl godkänt - VG)

6. OFFICIALLY RECOGNISED MANNER OF OBTAINING THE DIPLOMA

Description of vocational education and training received	Per cent of whole programme (%)	Length (weeks)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		weeks
Further information		
The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses. Five HVE credits correspond to one week of full-time studies.		
A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits).		
An Advanced Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 400 HVE credits, at least one quarter of programme time is spent on student placement, and the student has completed an independent project.		
Entry requirement is successful completion of upper secondary education.		
For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se		

(*) Explanatory notes

This document is intended to provide additional information about the specified diploma and has no legal status in itself. It is based on Council Resolution 93/C No. 49/01 of 3 December 1992 on the transparency and clarity of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency and clarity of vocational education certificates, and the European Parliament and Council Recommendation 2001/613/EC of 10 July 2001 on mobility within the Union of students, persons undergoing vocational training, volunteers, teachers and educators.

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