



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Kvalificerad Yrkeshögskoleexamen

Webbkommunikatör sociala medier

2. TRANSLATION OF CERTIFICATE TITLE

Advanced Higher Vocational Education Diploma in

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, formulating copy, storytelling and editorial texts.
- Knowledge of crisis management in organisation, models, functions and behavioural aspects on the impact of communication.
- Knowledge of production for digital channels with picture, text, film and sound as well as responsive design of the website.
- Knowledge of requirements specification for ordering company as a supplier.
- Knowledge of engine optimization (SEO) and search engine marketing (SEM), open source as well as publishing tools, for example CMS, Episerver and Wordpress.
- Knowledge of measurement, analysis, conversion and digital strategy, production of content for content marketing and e-commerce as well as 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 presentation before an audience.
- Knowledge of laws, agreements governing the media industry as well as ethics and source criticism.
- Skills in communication and marketing theories and models into practice.
- Skills in communicating and publishing through digital channels and social media.
- Skills in conducting business intelligence and in following trends and movements.
- Skills in creating and editing texts and combining them with images, digital video and audio.
- Skills in engaging with people in dialogue through social media and in supporting user generated content.
- Competence to work strategically with a company's website, blog and social media in order to convey the message of the company.
- Competence to write search optimised, selling, storytelling and brand-building text in digital channels.
- Competence to have overall responsibility for the company's presence in digital channels.
- Competence to drive traffic on different platforms and understand its functionality.
- Competence to analyse and work strategically with a company's web and social media.
- Competence to accept a position as responsible for all aspects of social media at an organisation.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Content Manager, Web Editor, Communicator Digital Channels, Community Manager, Content and Flow Editor and Web Communications officer, social media.

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.

© European Communities, 2002