



# Digital Marketing & Social Media **Knowledge Solutions**

Trusted and Expert Source of Training,  
Coaching and Consulting for Public Sector Pros

[publicsectormarketingpros.com](http://publicsectormarketingpros.com)

 Public Sector Marketing Institute

 @PublicSectorPro

 @publicsectormarketinginstitute

PUBLIC SECTOR   
Marketing  
Institute



## Professional Diploma in Digital Marketing

Our 12-week accredited course puts a laser sharp focus on public interest messaging, online reputation and influencing public opinion. You will also become an expert in all of the social networks.

€2,500



## Professional Diploma in Social Media

Our 6-week accredited course provides you with the opportunity to gain an industry-standard qualification applicable to your day job and a learning environment to suit your lifestyle.

€1,500



## Membership Academy

Get 12-month access to our Membership Academy Learning Hub. Access live group coaching, expert masterclasses and tech tutorials along with template strategies and policies.

€1,200



## Digital Crisis Communications Certificate

Our accredited certificate is aimed at senior leaders, managers, communications and marketing pros who need to confidently communicate with citizens online during a crisis.

€615



## Social Media Bootcamp

Master the tactics that will maximise your reach on Facebook, Twitter, LinkedIn, Instagram and TikTok. Join our 5-week bootcamp and improve your competency on social media.

€600



## Social Media Done for You

We have produced social media in a box for public sector pros. Our suite of resources include stunning templates, how-to videos, 365 post ideas, asset checklists, focussed strategy and tools for audit.

€295



## Coaching & Consulting

Do you need a digital marketing or social media strategy? Work on a 1-to-1 basis with Joanne to fast-track your digital marketing knowledge or agency transformation.

QUOTE ON REQUEST



## Digital Skills Academy

Upskill your staff with accredited digital marketing and social media training with your very own Digital Skills Academy. Fast-track your organisation's digital marketing and social media skills.

QUOTE ON REQUEST

## Professional Diploma in Digital Marketing | Course Modules

- Module 1:** A Digital Marketing Strategy for Government and Public Sector
- Module 2:** How to Develop a Social Media Strategy for a Government Agency
- Module 3:** Managing a Government Crisis on Social Media
- Module 4:** Amplifying Public Interest Messaging with PPC Advertising
- Module 5:** Content Marketing for Government Agencies
- Module 6:** Digital Storytelling Techniques
- Module 7:** Moving from Traditional Public Relations to Agile Digital Communications
- Module 8:** How to Integrate Social and Live Video into Public Sector Communications
- Module 9:** The Role of Email Marketing in Public Service Communications
- Module 10:** How to Measure Success in Digital Communications
- Module 11:** Redefining Communications Roles and Work Practices in the Digital Age
- Module 12:** Your Digital Toolbox



## Professional Diploma in Social Media | Course Modules

- Module 1:** Social media audit & strategy for Government and public sector
- Module 2:** Content planning & public interest messaging
- Module 3:** Maximising Facebook as the core public-facing social network
- Module 4:** Facebook advertising for public awareness campaigns
- Module 5:** Instagram for public figures and public engagement
- Module 6:** Twitter for digital PR
- Module 7:** Social and live video for PR, reputation management and public engagement
- Module 8:** LinkedIn for personal and corporate brand building
- Module 9:** The role of Snapchat & TikTok in public interest messaging
- Module 10:** YouTube for niche content and SEO
- Module 11:** Governance and social media policies
- Module 12:** Your social media success barometer



## Digital Crisis Communications Certificate | Course Modules

- Module 1:** Understanding Crisis Communications and Online Activity during a Pandemic
- Module 2:** Defining Your Role and Responsibilities during the Crisis
- Module 3:** How to Deepen Your Digital Footprint to Keep Citizens Informed
- Module 4:** How Social Listening Can Aid the Slowdown of Misinformation
- Module 5:** Mastering Digital PR and Live Press Conferences
- Module 6:** A Social Media Strategy for Pandemic Communications
- Module 7:** A Live Blog Strategy for Pandemic Communications
- Module 8:** A Community Management Plan for Pandemic Communications
- Module 9:** Essential Software, Apps & Tools for Crisis Digital Communications
- Module 10:** Reporting and Measurement of Digital-First Communications



# Membership Academy

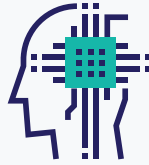
Get 12-month access to everything that you need to build up your digital marketing and social media skills, knowledge and know-how.



## MONTHLY LIVE SESSIONS



**Monday  
Masterclass**



**Tech Thursday  
Tutorial**



**Friday  
Live Coaching**

## LIBRARY OF RESOURCES



**How-To Video  
Tutorials**



**Guides  
& Templates**



**Work Practices  
& Policies**



**Case Studies  
& Talks**

## CONTENT CATEGORIES

**SOCIAL MEDIA**

**DIGITAL MARKETING**

**WORK PRACTICES**

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Snapchat
- TikTok

- Analytics
- Community Management
- Content Marketing
- Crisis Communications
- Digital Transformation
- Email Marketing
- Google
- PPC
- SEO
- Strategy
- Video Marketing
- Web Design

- Data Management
- Governance
- Policies
- Processes
- Tools and Software