



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM



Affiliated to Mahatma Gandhi University, Kottayam
Re-Accredited by NAAC with A++ Grade in Fourth Cycle
NIRF Ranking 60 (2025) | KIRF Ranking 2 (2025) | www.teresas.ac.in

SOCIAL MEDIA EXECUTIVE ADD-ON CERTIFICATE COURSE

The Social Media Executive Add-On Course trains students to manage and grow social media platforms for brands, institutions, and organizations.

Key Advantages

- Kerala Government Certificate
- Course conducted by KELTRON (Govt. of Kerala Undertaking)
- Sessions led by Industry Experts

What Students Will Learn

- Social media fundamentals
- Content creation and posting strategies
- Platform management (Instagram, Facebook, LinkedIn, etc.)
- Basic social media campaigns and analytics
- Digital branding essentials

**Duration
90 Hours**

Who Can Apply

Open to students from Arts, Science, Commerce & Management streams.
No prior experience required.

Certification

Kerala Government Certificate issued through KELTRON