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2024

## Digital & Social Media Strategy

Bryant University

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# Digital & Social Media Strategy



## Capitalize On Your Support

From short form video productions to long written content, digital and social media trends are ever-evolving. And your skills need to evolve with them. Develop a strategy to connect to your audience today.

Examine how the web **functions**, how to **gain traction**, leverage **social media**, and the role of **"Big Data."**



Dr. **Sharmin Attaran** will guide you to build an executable digital & social media strategy that you can implement the very next day.



[accelerator.bryant.edu](https://accelerator.bryant.edu)



401-232-6200

**Bryant University**  
**INSPIRED TO EXCEL**

# LEARN NEW SKILLS & ACCELERATE YOUR CAREER



## DESIGN THINKING

Leverage your creativity: tackle complex problems by developing innovative solutions.



## PROJECT MANAGEMENT

Explore the critical skills every project manager needs to be successful.



## HUMAN RESOURCES

*A SHRM preferred provider.*

Examine HR best practices and become a strategic partner in your company's success.



## LEADERSHIP DEVELOPMENT

Study the diverse skills required to be a dynamic value-based leader.



## LEAN SIX SIGMA

Use a logical problem solving methodology to improve processes by eliminating waste.



## BUSINESS ANALYSIS

Advise clients and stakeholders by conducting insightful needs analyses.



## AGILE & SCRUM

Deliver high quality efficient products and promote a strong team environment.



## DIGITAL & SOCIAL MEDIA STRATEGY

Analyze today's digital landscape and build a strategic plan with target metrics.



## DATA VISUALIZATION

Create vivid insightful visualizations in Excel, Power BI, Tableau, and Google Data Studio.



## FINANCIAL PLANNING

Satisfy the educational requirements to confidently sit for the CFP® exam.



## PA & NP LEADERSHIP IN HEALTHCARE

Master the skills PA/NP supervisors need in the healthcare workplace.



## CYBERSECURITY FRAMEWORK

Learn NIST Cybersecurity Framework controls and management systems.

## DON'T SEE WHAT YOU'RE LOOKING FOR?

We are always designing new courses. Contact us to discuss your needs or check our website for most recent course offerings.



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