



BEAM Certification

The Best Social Media Certification Training for
Progressive Organizations, Campaigns & Causes

2021 Edition



"You are what you tweet"

Alex Tew

Table of Contents

1. Introduction to the BEAM Certification	1
2. Three Levels, Your Infinite Possibilities	4
3. What You Get: Certification, Resources & Bonus Items	5
4. Training for the Many. And the Few.	6



Introduction to the BEAM Certification

The best social advertising certification training for progressive organizations, campaigns, and causes

A strong social media presence is absolutely essential for progressive organizers and activists. Knowing how to use social media tools effectively can rally the public to your cause, winning support for your mission.

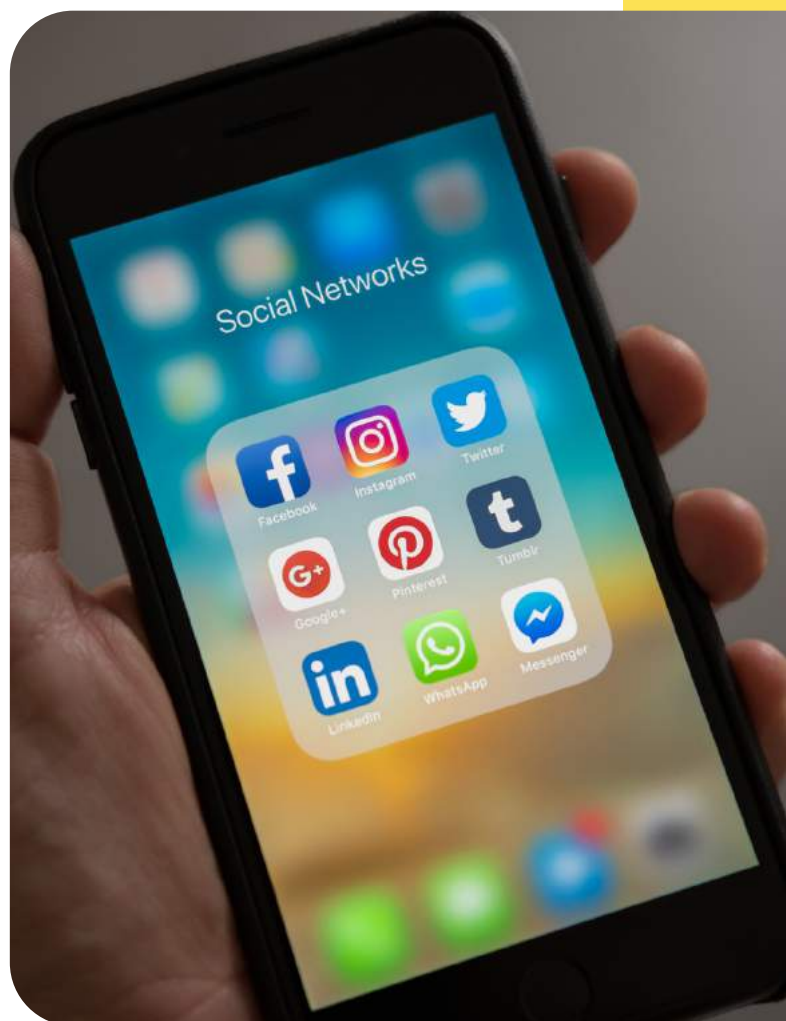
But organic reach isn't enough.

Despite a campaign's best efforts, relying solely on the support of your immediate social network won't build the critical mass you need to achieve real change.

Your Certification for a Stronger Organization

That's where Smoke & Felt's Bleeding Edge Advertising and Marketing (BEAM)

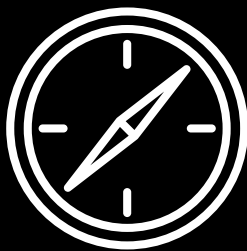
Certification training can help. The BEAM Certification is the best social advertising training program developed specifically for progressive organizations, campaigns and causes. With our hands-on training, organizers get in-depth instruction on how to design, build, launch, and measure paid social campaigns across the most popular social media platforms.





With the BEAM Certification You Will...

01



Discover Your Strategy

Determine how social media channels best fit within your organization and how you can use it to reach new supporters and meet your campaign's specific goals.

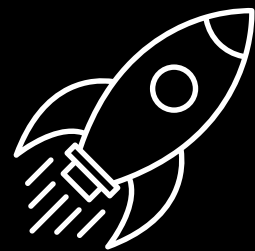
02



Optimize Your Organization

Get your organization, – and yourself – set up for success in social marketing with the some crucial first-run lessons in design and development for social networks.

03



Launch Your Campaigns

Know how to design, build, and launch social marketing campaigns across the world's most popular networks, as well as the tools to report on their effectiveness.



Progress for Progressives

S&F's BEAM Certification training is available in three levels: Essential, Advanced, and Expert.

With each level, campaigns and organizers will deepen their understanding of the world's most popular social networks, how they work, and discover how to develop paid campaigns tailored for each one that support your cause.



Three Levels, Infinite Possibilities

Find the Certification Level that's Right for You
and Your Organization



Essential
Learn the Basics



Advanced
Go Deeper on More Networks



Expert
Master Platform Tactics

Facebook and
Instagram

Optimize your
organization on social

Discover your paid
social strategy

Learn how to plan,
launch, and measure
your social campaign

Get 3 free resources to
plan your next campaign
+ 2 coaching sessions

4 HOURS
\$349 + HST

Everything in Essential
plus...

Facebook, Instagram,
Twitter, & LinkedIn

Unlock advanced
analytics reporting

Learn advanced
audience segmentation
techniques

Get 5 free resources to
plan your next campaign
+ 3 coaching sessions

8 HOURS
\$499 + HST

Everything in Advanced
plus...

FB, IG, Twitter, LinkedIn,
YouTube, Snapchat, TikTok

Tips to turn followers
into advocates

Learn to connect all your
channels into a powerful
messaging hub

Get 10 free resources to
plan your next campaign
+ 5 coaching sessions

12 HOURS
\$999 + HST

What You Get With Your Certification

Graduates Get Their Certificate, Free Resources, and Bonus Items

No matter what level of training is chosen, every student who completes the BEAM Certification course will automatically receive a Certificate of Completion to demonstrate they have the knowledge and capabilities to build, launch, and analyze messaging campaigns across the world's most popular social networks.

Along with their new Certification, BEAM Graduates also receive a variety of free resources to help kickstart their next social media campaign. This toolkit is full of valuable insights and ready-made templates that let BEAM Graduates put their training to use immediately. With these resources, the process of organizing and launching new social media campaigns is made simple, saving you time and money while reinforcing the lessons you just learned during your training.



Lastly, each Graduate will receive complimentary enrollment in Foundations, S&F's flagship marketing newsletter to help stay on top of new trends in social media.

Training for the Many. And the Few.



Getting ready to launch a major initiative? S&F's BEAM Certification training can be tailored to suit your organization's specific campaign needs, with a custom curriculum developed for not only a single social media manager but also your entire staff. Expand your base and grow your audience with a custom certified training program to reach new supporters and lead the conversation.





Discover the tips, tools, and strategies to launch compelling social media campaigns.



Unlock More Insights at S&F Academy

Discover free resources and certified training courses to grow your skill set across progressive politics.



Learn to Design, Campaign, Fundraise, and More



Free Resources and Downloads to Expand your Skills



Get Certified with Hands-On Training Across Key Subjects

[Learn More](#)



Contact Us

Let us help you build your audience, grow your reach, and elevate your message into a movement.

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