

# Modern Digital Communications

## CERTIFICATE PROGRAM

Uniting Owned, Earned and Paid  
in the Communications Toolkit

Six Live/On-Demand Modules

**Wednesdays, May 24–June 28**  
**3–4:30 p.m. ET**



# PROGRAM INFORMATION



The Modern Digital Communications Certificate Program, “Uniting Owned, Earned and Paid in the Communications Toolkit,” will focus on social and digital media as the intersection of art and science for the senior digital communicator. The program will take a deeper look at audiences, publishers and platforms as well as the roles they play as targets and tools of a modern PR and Communications professional.

This certificate program will break down the techniques and tactics needed to build an ownable social and digital approach, how to optimize it, what to measure and when. It will also explain how to harness science through modern technology while keeping a focus on the art of storytelling and our authority as digital communicators to maintain this integrity on behalf of our clients and audiences in this era of disinformation and doubt.

Designed as a live, online course of six modules, this program will launch on May 24 and run through June 28, airing each consecutive Wednesday from 3–4:30 p.m. ET. Developed and led by industry expert, Michael J. Lamp, Chief Digital and Social Officer at HUNTER PR, the program will feature guest speakers who are experts in various aspects of the week’s topic.

All modules will be recorded so that participants can (re)listen or review them after the live date in preparation for the final exam. Additionally, participants will be given access to PRSA’s Modern Digital Communications Certificate Program Community, an exclusive online forum offering private access and interactive dialogue with other participants taking the course.

# PROGRAM INFORMATION



After successfully completing and passing the 18-question, multiple choice test at the end of the program, participants will be awarded a certificate of completion and a digital badge.



## THIS CERTIFICATE PROGRAM IS DESIGNED FOR:

- Manager and senior-level PR and communication professionals.
- Any professional responsible for managing a corporate communications team.
- Professionals responsible for managing digital communications.
- Marketing professionals.
- Communicators with five or more years of experience.

# SPEAKER



## **Michael J. Lamp**

Chief Digital & Social Officer  
HUNTER

After joining HUNTER in 2008, Michael J. Lamp specialized in traditional PR before establishing the Social & Digital Media Group in 2011. This team of one quickly grew into a robust group of more than forty social strategists, community managers, media planners/buyers, copywriters and digital account managers. As HUNTER's Chief Digital & Social Officer, Michael now oversees the entire Digital Group, providing ongoing counsel and acting as lead architect of client digital strategies.

Michael excels at elevating PR programs with social campaigns that earn consumer attention across every conceivable channel. He's led digital campaigns for some of the world's most recognizable brands, including TABASCO, Diageo, Johnson & Johnson, 3M, Kraft and countless others. In 2018, Michael was named to PRSA New York's 15-Under-35 List, an annual industry award that recognizes emerging talent in the Greater New York area. He also co-created HUNTER's immersive Social Boot Camp workshops in 2011, an ongoing effort that helps the agency's clients develop and articulate their unique brand personality in the social space.

# SCHEDULE



	MODULE TITLE	DATE & TIME
1	Do Your Research: Understanding (and Respecting) a Digital Audience	Wednesday, May 24 3-4:30 p.m. ET
2	Prepare for Launch, Part I: Finding Your Digital Team and Building a Voice	Wednesday, May 31 3-4:30 p.m. ET
3	Prepare for Launch, Part II: Developing a Channel and Content Strategy	Wednesday, June 7 3-4:30 p.m. ET
4	Make Friends: Engaging Creators and Influencers and Why It Matters	Wednesday, June 14 3-4:30 p.m. ET
5	Get Smarter: Optimizing Search and Social Content (SEO, SEM and More)	Wednesday, June 21 3-4:30 p.m. ET
6	Track Your Progress: Setting KPIs and Understanding Monitoring vs. Measurement	Wednesday, June 28 3-4:30 p.m. ET

# MODULE 1



## Do Your Research: Understanding (and Respecting) a Digital Audience

► Wednesday, May 24, 3–4:30 p.m. ET

New digital channels are emerging almost daily, and the way we use classic ones seems to shift from video to image to audio and from shorter to longer form (and back again) almost as quickly. We'll examine the changes in consumer digital behavior across both enduring and emerging platforms. We'll also explore the ethics of modern social media through the lens of social listening, audience targeting and how we find/use information about our publics.

### **By the end of this module, participants will be able to:**

- Recognize shifts in consumer use of core social platforms and how this should impact the role they play and how they engage.
- Audit potential digital channels for use among key audiences.
- Understand the basics of data privacy, consumer targeting and ethical social listening.

# MODULE 2



## Prepare for Launch, Part I: Finding Your Digital Team and Building a Voice

► Wednesday, May 31, 3–4:30 p.m. ET

Sometimes the right talent is ready to be reassigned to social. We'll dig into some of the ways you can spot someone with a knack for social copywriting, content strategy or consumer engagement. We'll then turn our attention back to the plethora of channels we examined in Module 1. You'll need the right Digital Character and Voice to represent your organization in both proactive and reactive digital settings. We'll unpack brainstorming techniques that help build these brand characters and pressure test them across a variety of social/digital channels.

### **By the end of this module, participants will be able to:**

- Identify the right talent for digital roles or social writing projects.
- Brainstorm and build the Digital Voice of a brand or organization.
- Simulate real-world, consumer-facing interactions across digital channels.

# MODULE 3



## MODULE 3: Prepare for Launch, Part II: Developing a Channel and Content Strategy

► Wednesday, June 7, 3–4:30 p.m. ET

Storytelling will always be at the heart of any good PR pro’s skillset. But there’s a specific art to telling stories across digital channels. We’ll look at some of the latest trends in social storytelling before breaking down how to build an ownable social content engine across the channels that matter most to your audience.

### **By the end of this module, participants will be able to:**

- Develop a digital content approach that’s both ownable and sustainable.
- Identify key trends in digital content storytelling to drive reach in feed-driven environments.
- Understand the difference between broadcast-driven communications channels and truly social, two-way dialogue including the dynamics of customer service vs. consumer engagement.



# MODULE 4



## Make Friends: Engaging Creators and Influencers and Why It Matters

► Wednesday, June 14, 3–4:30 p.m. ET

One of the core tenets of public relations is managing relationships with the gatekeepers who inform and impact public opinion. No group does this with more digital relevance and scale than Influencers and Creators. In this module, we'll look at how to cultivate meaningful relationships with both individuals and entities, sometimes as brand partners and other times as the target of a creative digital pitch.

### **By the end of this module, participants will be able to:**

- Understand the value of micro-lead media outreach with both traditional media and Influencers.
- Identify and vet potential Creators for brand partnership.
- Create experiences (both digital and in real life) to earn quality digital engagements from the Influencer community.

# MODULE 5



## Get Smarter: Optimizing Search and Social Content (SEO, SEM & More)

► Wednesday, June 21, 3–4:30 p.m. ET

The data on organic reach across most social platforms is both clear and bleak: There is little opportunity to drive scale without paid media. But there are ways to subvert the algorithms by creating content that is being most focused on at the channel level (aka what are they asking Creators to do). And while optimizing content in this way will help you to gain a competitive advantage in the feeds, we'll also dig into some paid media basics to help drive scale of earned content and coverage in owned environments.

### **By the end of this module, participants will be able to:**

- Sustain the reach of earned coverage with paid media.
- Develop content that's on trend with algorithms to drive some level of organic traction.
- Utilize language from social on Search (and vice versa) to connect storytelling efforts and drive ranking in Search.

# MODULE 6



## Track Your Progress: Setting KPIs and Understanding Monitoring vs. Measurement

► Wednesday, June 28, 3–4:30 p.m. ET

There's both a luxury and challenge in the fact that digital channels allow for so much measurement. There's so much we can learn about our audience and our brand, but we can get lost in the sea of possibility, resulting in a measurement scheme with a lot of pretty graphs but no clear insights or implications. We'll break down how to set the right KPIs for owned and earned digital communications with a focus on what to monitor vs. what to measure.

### **By the end of this module, participants will be able to:**

- Create a decisive list of KPIs that tie to both communications and business objectives.
- Identify key digital results that can inform longer-lead storytelling on other earned channels.
- Establish a process to monitor performance and measure impact.

# DETAILS & PRICING



## PRSA MEMBER RATES\*

Early Bird Rate (on or before May 10)	\$1,295
Regular Rate	\$1,495

\*Global Alliance members qualify for the PRSA Member Rate.

## NONMEMBER RATE

\$1,795
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## LEARN AS A GROUP

Special Rates are available for groups of three or more. Please contact PRSA at [pd@prsa.org](mailto:pd@prsa.org) for more details.

## RENEWAL CEUs



Participants with the APR credential earn 0.5 renewal CEUs for each completed module of this course, for a total of 3.0 CEUs.

## REGISTER

[prsa.org/mdc](https://prsa.org/mdc)

## CONTACT

Please email PRSA's Professional Development Department at [pd@prsa.org](mailto:pd@prsa.org) with any questions.



## CANCELLATIONS/REFUND POLICY

Refund of the Modern Digital Communications Certificate Program fee, less an administrative fee of \$100, will be made if written notice of cancellation is received no later than May 10, 2023. Cancellation of registration for this event must be made in writing and mailed to: PRSA Modern Digital Communications Certificate Program, 411 Lafayette Street, Suite 201, New York, NY 10003, or emailed to [membership@prsa.org](mailto:membership@prsa.org). If you cannot attend, you may notify PRSA by May 10, 2023, if another person will be attending in your place. For substitution, nonmembers must pay the appropriate difference in the registration fee. Please call (800) 350-0111 to make this notification.