

Hootsuite Social Marketing Certification (HSMC)

Aligned Program of Study:

- Entrepreneurship
- Marketing Management

Description

Hootsuite is a social media management platform that allows individuals to manage multiple social media platforms from one dashboard. The [Hootsuite Social Marketing Certification \(HSMC\)](#) is designed for social media marketing managers and others who want to use Hootsuite as the platform to manage their social media accounts. This certification focuses on teaching individuals how to operate the platform and how to best use the platform to leverage their content. Once an individual earns their Hootsuite Social Marketing Certification, they have it for life with no requirement to renew. The Hootsuite Social Marketing Certification (HSMC) differs from the Hootsuite Platform Certification (HPC) in that it tests the student's knowledge of the core principles of social media marketing, while the Hootsuite Platform Certification (HPC) demonstrates the student's knowledge of the Hootsuite dashboard. While different in content, both certifications complement one another and can benefit students in their careers.

Certification Information

Test Owner

Hootsuite

1-888-350-5191

<https://www.hootsuite.com>

Testing Sites/Centers

The Hootsuite Platform Certification exam is taken online following the completion of Hootsuite's Social Marketing online platform training courseware (\$199.00) provided by Hootsuite Academy. More information on the exam and courseware can be found [here](#).

Registration Procedures

To register, create a free Hootsuite account [here](#).

Preparing to offer the certification

Exam Details

The online exam consists of 60 demonstration-based questions and takes 60 minutes to complete. Students must pass the exam with a minimum score of 80% to earn their certification.

Materials and Resources

Hootsuite offers a free online Social Marketing training course through the [Hootsuite Academy](#), which consists of video tutorials and lessons to prepare students for certification.

Vendor

TDOE does not currently have a data-sharing agreement with any vendor for this certification, therefore the burden of proof to provide evidence of earning the certification will be on the school system.	
Identified Vendors	Contact Information
Hootsuite	Hootsuite (888) 350-5191 https://www.hootsuite.com