6 Courses

- **Introduction to Social Media Marketing**
- **Social Media Management**
- **Fundamentals of Social Media Advertising**
- **Advertising with Meta**
- **Measure and Optimize Social Media Marketing Campaigns**
- **Meta Social Media Marketing Capstone**

Meta

Dec 4, 2025

SAHIL PAHWA

has successfully completed the online, non-credit Professional Certificate

Meta Social Media Marketing

In this professional certificate, learners developed and honed essential social media marketing skills, including establishing and managing a social media presence, creating and managing content for social media platforms and evaluating and measuring content performance, creating effective and attractive ads for social media, creating advertising campaigns in Meta Ads Manager, and evaluating and communicating the results of advertising campaigns to business managers or marketing directors. Learners developed a portfolio throughout the professional certificate applying their social media marketing knowledge and skills.

Anke Audenaert, CEO & Co-Founder Aptly
Adj. Professor, UCLA Anderson School of Management

Daniel Kob, Marketing Leader & Entrepreneur

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

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