

## **MEDIA RELEASE**

# **Republic Polytechnic launches the Specialist Diploma in Communication Strategies for Social Media**

*CET programme will equip communications professionals with necessary skillsets for the rapidly-changing digital domain*

**SINGAPORE, 24 November 2016** – To meet the growing demand for social media professionals across a broad range of industries, Republic Polytechnic (RP) has introduced the Specialist Diploma in Communication Strategies for Social Media, the first such programme of its kind offered by a local polytechnic.

This one-year Continuing Education and Training (CET) programme, which begins in April 2017, will offer rigorous, in-depth training of PR/Marketing Communications professionals in the development of communication strategies for social media; research and application of social/digital media analytics; content creation and marketing, as well as crisis communication. In line with the SkillsFuture movement to develop new competencies and embrace lifelong learning, the course will contribute to a bigger pool of digital/social media strategists who are able to harness social media effectively in engaging customers and stakeholders, and achieving business outcomes.

### **Building the talent pool to fulfil Singapore’s vision as a Smart Nation**

Singapore’s media industry grew 150% in the last five years<sup>1</sup> and is projected to maintain a healthy growth for the next five years. This growth has resulted in rising demand for local talent in this sector, including those who can create compelling content and harness digital media technologies to engage their customers and stakeholders.

The timely establishment of Infocomm Media 2025 sets the benchmark on how our workforce needs to be equipped with new infocomm media knowledge and skills as part of the goal to make Singapore a Smart Nation<sup>2</sup>. The specialist diploma is well-suited to communications professionals for their career development in this sector, equipping them with necessary skillsets for the rapidly-changing digital domain to engage audiences effectively.

**Warren Wang, Director of RP’s School of Management and Communication**, said, “Through our interaction with the industry, we have identified skill gaps that have impeded the efficient adoption of digital media within companies. These include strategic planning and understanding business priorities to align with communication strategies, integrating digital and traditional communication, harnessing digital media’s potential, sustaining digital media engagement, social media analytics and content creation,

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<sup>1</sup> Economic Development Board. Content and Media. Retrieved from <https://www.edb.gov.sg/content/edb/en/industries/industries/content-and-media.html>

<sup>2</sup> Ministry of Communication and Information. Infocomm Media 2025. Retrieved from [https://issuu.com/singaporemci/docs/infocomm\\_media\\_2025\\_full\\_report](https://issuu.com/singaporemci/docs/infocomm_media_2025_full_report)

amplification and syndication. The Specialist Diploma in Communication Strategies for Social Media will help communications professionals make sense of current and upcoming digital landscapes to connect effectively with their audiences.”

### **About the Specialist Diploma in Communication Strategies for Social Media**

The programme offers comprehensive, in-depth knowledge and application on how social media could be harnessed and maximised to achieve business goals. With a strong focus on project work, it requires students to apply concepts learnt and develop social media communication strategies to industry-related projects.

Graduates of this programme will be able to:-

- a) Apply digital media technologies, to analyse trends and audiences, determine optimal use of digital/social media applications, as well as measure and evaluate outcomes.
- b) Develop digital/social media strategies aligned with business and communication goals.
- c) Create, amplify and syndicate content across different media channels.
- d) Establish and recommend structures and strategies to support organisation-wide digital and social media adoption.
- e) Develop a sustainable long-term social media engagement and management strategy that builds a company’s brand and cultivates long-term relationship with its customers.

Graduates will be primed to take on roles and business functions in:-

#### Communication services

- Communications/Public relations
- Public Affairs
- Media Relations
- Investor Relations
- Marketing Communications
- Corporate Communications
- Brand Advocacy
- Digital Media Journalism/Writing

#### Client services

- Account Management
- Consultancy

Singapore citizens aged 25 and above are eligible to use the \$500 SkillsFuture credit to pay for this course.

RP will take in 30 students in the first batch for this course, commencing in April 2017. Prospective students can find out more about the course including entry requirements and module synopses via [http://www.rp.edu.sg/ace\\_specialist\\_diploma.aspx](http://www.rp.edu.sg/ace_specialist_diploma.aspx). Registration is now open, and will close on 23 January 2017.

## **About Republic Polytechnic**

The first educational institution in Singapore to leverage the Problem-based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has seven schools and one academic centre offering forty-one diplomas in Applied Science, Engineering, Management and Communication, Events and Hospitality, Infocomm, Sports, Health & Leisure, and Technology for the Arts.

Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving skills and lifelong learning opportunities. Its holistic and broad-based curriculum prepares students for an active and meaningful role in society as problem solvers, respected professionals and passionate citizens.

Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO 9001, ISO 14001, OHSAS 18001, ISO 22301, Singapore Quality Class, People Developer, Innovation Class, and Service Class.

For more information, visit <http://www.rp.edu.sg>

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