

# LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

## Basics of Social Media for Musicians

*Workshop Level*



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### LAPT — London Academy of Professional Training

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**Reference** MU-MMD-W • Music and Performing Arts Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

|               |                                                |
|---------------|------------------------------------------------|
| REFERENCE     | MU-MMD-W                                       |
| AWARD         | Certificate                                    |
| ASSESSMENT    | 445 marks — 267 to pass (60%)                  |
| PREREQUISITES | None                                           |
| VALIDITY      | Lifetime                                       |
| AWARDING BODY | LAPT — London Academy of Professional Training |

CURRICULUM

|   |                                         |            |          |
|---|-----------------------------------------|------------|----------|
| 1 | Content Planning and Scheduling         | 0 chapters | 65 marks |
| 2 | Developing Personal Brand and Narrative | 0 chapters | 90 marks |
| 3 | Engagement and Content Strategies       | 0 chapters | 90 marks |
| 4 | Introduction to Digital Distribution    | 0 chapters | 90 marks |
| 5 | Introduction to Social Media Platforms  | 0 chapters | 65 marks |
| 6 | Understanding Social Media Analytics    | 0 chapters | 45 marks |