



**Press Release
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All a-twitter over new ITQ Social Media Qualification

Social Media is all grown up. It's rolled up its sleeves and is ready to enter the workplace. From being the domain of the young, the chatty and the incorrigibly gossipy, Social Media has now become a serious and highly effective marketing tool for business, with its own formal qualification.

On Friday 24th June the first successful candidates of the City & Guilds ITQ in Social Media will receive their certificates at Fallowfields Country House Hotel, Oxfordshire at 11:30.

The ITQ in Social Media is a rigorous course, equivalent to an A-Level, is delivered by Concise Training, the only company in the UK currently accredited to run it. Once candidates have followed the course, which covers a range of essential topics from Twitter to Social Media Marketing Strategy, the final assessment is carried out by DawsonLoane, the registered centre. This ensures the highest level of rigour and quality throughout the process.

The two first recipients of the qualification, Lin MacDonald and Karen Chapple say of the course: "Fantastic Course, fantastic fun, and worth the investment in both time and money"

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