

NISM Continuing Education Options

SEARCH FEATURE

Already know what you're looking for? Search this doc for specific courses or events to see if they have already been pre-approved.

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The following is a list of pre-approved continuing education options for certified social media strategists seeking re-certification.

****NEW** CEU Opportunities**

- [Certificate Course: Social Media Strategies in Health Care](#) (5 CEU's)
- [IHMPRS 2025 Social Media Summit - 11/6/2025](#) (5 CEU's)

Assessment Based Certificates

The NISM is pleased to announce four Assessment Based Certificate (ABC) Courses that are available covering the content domains in the SMS Certification.

- [Marketing & Communications](#) (5 CEUs)
- [Research & Analysis](#) (5 CEU's)
- [Compliance & Governance](#) (5 CEUs)
- [Strategic Planning](#) (5 CEUs)

Digital Marketing Approved Opportunities

Courses offered by [Matt Bailey](#):

- [Data Presentation, Storytelling & Persuasion](#) (5 CEU's)
- [Data Analytics Strategy](#) (3 CEU's)
- [Conduct an SEO Audit](#) (2 CEUs)

- [Keyword Research Mastery](#) (3 CEU's)
- [Customer Insights & Persona Development](#) (2 CEU's)
- [The Art & Science of Content Marketing](#) (5 CEU's)
- [OMCA/OMCP Certification](#) **(4-5 CEU)**
 - Choose your path - OMCA or OMCP
 - [OMCA certification](#) is worth 4 CEUs
 - [OMCP certification](#) is worth 5 CEUs

Conferences & Workshops

To receive CEUs for conferences, you will need to attend at least 5 relevant sessions and either live Tweet/engage with other attendees, write a blog or social media post with a recap of the session, or other documentation of attendance. 5 CEUs maximum per conference/event.

- [Social Media Marketing World](#) **(5 CEU)**
- [Hashtag Higher Ed](#) **(5 CEU)**
- [Digital Summit](#) <https://www.digitalsummit.com/> **(5 CEU)**
- [Fire & Spark SEO Workshop](#) **(3 CEU)**
 - This is a 3-hour workshop presented by Dale Bertrand
 - You can register by [sending an email to Dale](#)
- [AI Tools for Marketing Workshop](#) **(3 CEU)**
 - This is a 3-hour workshop presented by Dale Bertrand
 - You can register by [sending an email to Dale](#)
- [AMA Virtual Conference: Marketing Analytics](#): Dive into the latest trends, strategies and innovations in marketing analytics alongside industry leaders and experts. **(5 CEU's max; 1 CEU per session attended)**
 - *Attendance and participation confirmed by AMA via email post-conference, post on social during/after conference, submit a blog post on a topic*

NISM Courses

- [NISM Thinkific Courses](#)

- a. Look for the green “pre-approved” badge on the course photo and/or select “Pre-approved CEUs” from the full course list.
 - b. For credit, you must pass the 5-question quiz with an 80% or higher score.
 - c. Each course is \$7.99 and worth 1 CEU.
- **All designated NISM continuing education courses.**
 - d. Please note that not every NISM course qualifies, so if it does not specifically state the number of CE’s awarded, it may not be available for credit. If you’re unsure, just ask someone at NISM!
 - e. Each NISM course will have a passing requirement. Simply registering for the course is not sufficient.

Additional Course Opportunities

- **Prompted to Create: An Experiential Breakthrough Approach to AI for Marketers**
 - Course offered by [Jon Leland](#): (4 CEUs) - [Link to course](#)

- **Why We Post: the Anthropology of Social Media - 5 CEUs**

The upgraded (\$64) version of this course is what counts for credit. Submit the certificate as proof of completion.

- **Introduction to TikTok for Creatives - 2 CEUs**

Find out what makes good content and start exploring your niche. Discover the secrets to creating engaging content that gets likes and followers, including how to identify trending hashtags and viral challenges. Learn about the 3-second rule, batch theory, and the algorithm before diving into some proven viral marketing strategies.

- **Social Media Bliss: How You Can Engage With Meaning and Without Losing Your Mind - 2 CEUs**

This recorded webinar focuses on how to take a holistic and fits-for-you approach to social media that’s based on long-term reader engagement and sound principles of online marketing. You won’t find gimmicks or short-term approaches here. Rather, the basic philosophy is that (1) your work—your writing—is always central, and (2) you have

to enjoy what you're doing on social media for it to be sustainable and to become a meaningful part of your author platform.

- [Momentum Marketing & Design Upskilling Program](#) hosted by AMA Pittsburgh
 - Creative Design for Marketers Track - 5CEU's
 - Strategic Design for Marketers Track - 5CEU's
 - Discounts are available if you take both tracks - please [contact us](#) for more information
- [TikTok for business](#) (1.5 CEU)
 - There are 18 modules. To receive credit, you must take all 18 modules and show confirmation of completion.
- [LinkedIn Learning: Marketing Tools - SEO](#) (1 CEU)
 - You will need to include a copy of your certificate upon completion/renewal to receive CEU
- **Social Media Marketing, University of Louisville (5 CEU)**
 - You can register [directly on the site](#)
 - This is a 4 week course
 - Submit certificate along with your recertification documents

Certifications

- [Social Media Marketing Specialization in Practice Certificate](#) - 3CEU's
- [Meta Blueprint](#) (Formerly Facebook Blueprint) - 5 CEUs for 3 from the list below
 - Meta Certified Planning Professional
 - Meta Certified Buying Professional
 - Meta Certified Creative Strategy Professional
- [Meta certified Community Manager course](#) (1 CEU)
 - This is a free certification
 - Once you are certified, submit your certificate as proof of completion.
- [Facebook Certified Marketing Science Professional](#) (1 CEU)
 - This is a free certification
 - Once you are certified, submit your certificate as proof of completion.
- [AMA Certifications](#) - 5 CEUs
 - Digital Marketing Certification
 - Content Marketing Certification

- Marketing Management Certification
- **[Google Ads Search Certification](#) - 3 CEUs**
 - This is a free certification and Google provides free online training.
 - You may re-take the exam (for free) as needed after a 24-hour waiting period.
 - Once you are certified, submit your certificate as proof of completion.
- **[Google Ads Display Certification](#) - 2 CEUs**
 - This is a free certification and Google provides free online training.
 - You may re-take the exam (for free) as needed after a 24-hour waiting period.
 - Once you are certified, submit your certificate as proof of completion.
- **[Google Ads Video Certification](#) - 4 CEUs**
 - This is a free certification and Google provides free online training.
 - You may re-take the exam (for free) as needed after a 24-hour waiting period.
 - Once you are certified, submit your certificate as proof of completion.
- **[Shopping Ads Certification](#) - 3 CEUs**
 - This is a free certification and Google provides free online training.
 - You may re-take the exam (for free) as needed after a 24-hour waiting period.
 - Once you are certified, submit your certificate as proof of completion.
- **[Google Ads Measurement Certification](#) - 4 CEUs**
 - This is a free certification and Google provides free online training.
 - You may re-take the exam (for free) as needed after a 24-hour waiting period.
 - Once you are certified, submit your certificate as proof of completion.
- **[Google Analytics Individual Qualification](#) - 3 CEUs**
 - This is a free certification and Google provides free online training.
 - You may re-take the exam (for free) as needed after a 24-hour waiting period.
 - Once you are certified, submit your certificate as proof of completion.
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- **[Snapchat](#) - 1-3 CEUs**
 - f. **[E-Commerce](#)** - 1 CEU
 - g. **[Apps](#)** - 1 CEU
 - h. **[Mobile Gaming](#)** - 1 CEU
- **[Reddit Ads Certification](#) (2 CEU)**
- **[Moz Academy SEO Certification](#) (5 CEU)**

- [LinkedIn Certifications](#)
 - **Marketing Fundamentals Certification (3 CEUs)**
 - *Certification and verification provided by LinkedIn.*
 - **Marketing Strategy Certification (2 CEUs)**
 - *Certification and verification provided by LinkedIn.*
 - **Content and Creative Design Certification (1 CEU):**
 - *Certification and verification provided by LinkedIn.*

Workshops and Seminars

We recognize that there are a lot of amazing workshops and seminars that are available for social media marketing professionals. If you'd like to receive credit for one of these workshops/seminars, complete the following steps.

1. Complete the [New Item Approval Process](#) before you attend. Approval is not guaranteed, so please verify eligibility before you attend.
2. Complete one of the following steps to verify your attendance.
 - a. Take a photo of yourself at the event and share the photo or the link on social media where you posted the photo. Be sure there is something in the photo that indicates where you are!
 - b. Have the speaker or event coordinator sign your meeting agenda and submit the agenda as proof of attendance. Please have them print their name and title with their signature.

When choosing workshops and seminars, consider the following:

- Only the actual educational portion is eligible for credit. Meals, networking, etc. do not count toward your CEUs.
- Each event is capped at 5 CEUs, so a 2-day training with 10 hours in a classroom would be 5 CEUs, not 10.
- Avoid workshops that are primarily selling something. These tend to be too little education and too much of a sales pitch and are unlikely to be approved.

College/University Courses

Robbins College of Business Entrepreneurship
MKTG 610 Social Media Marketing
5 CEUs

New Item Approval Process

If you've got an item you'd like to submit for pre-approval, please complete the following steps:

1. Before registering for or completing the item, email the following information to Jennifer Radke at jradke@nisonline.org.
 - a. Course description
 - b. Link to the registration website
 - c. How learning is measured (i.e., is there an assessment at the end, is a certificate awarded, etc.)
2. Allow 1-2 weeks for a response. Respond with any clarifying information requested.