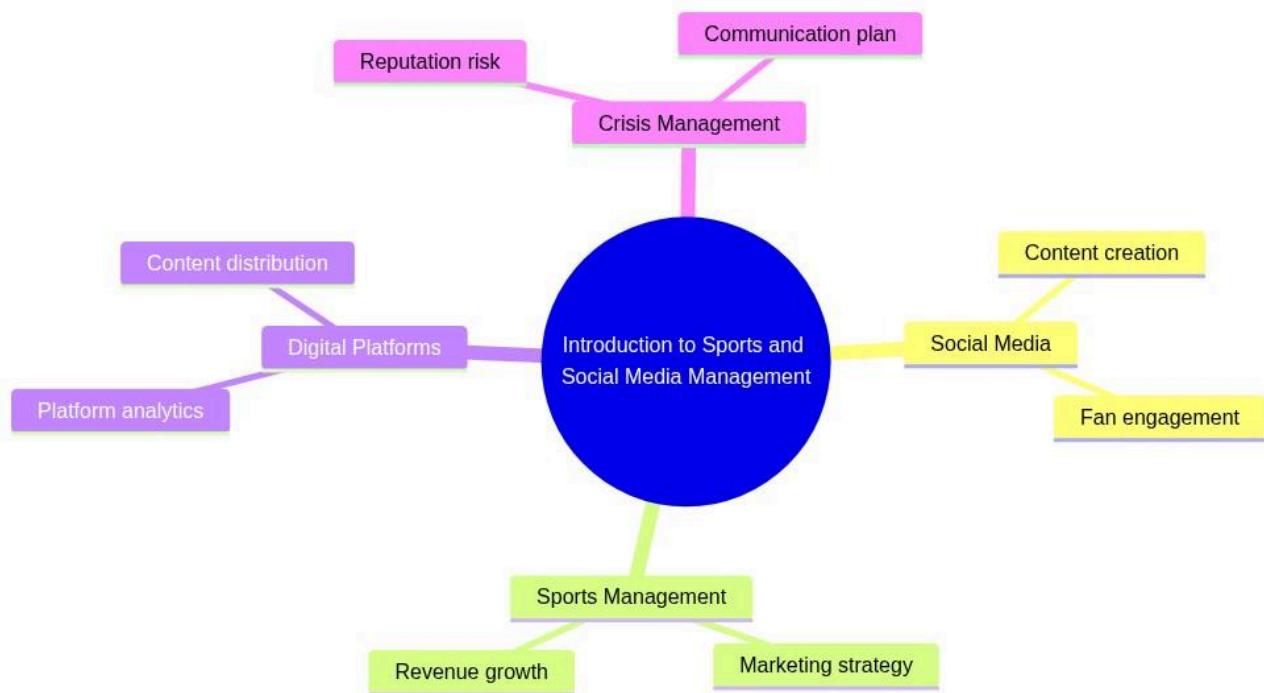


Advanced Certificate in Sports and Social Media Management

# Introduction to Sports and Social Media Management



mindmap

```
root((Introduction to Sports and Social Media Management))
  Social Media
    Content creation
    Fan engagement
  Sports Management
    Marketing strategy
    Revenue growth
  Digital Platforms
    Platform analytics
    Content distribution
  Crisis Management
    Reputation risk
    Communication plan
```