

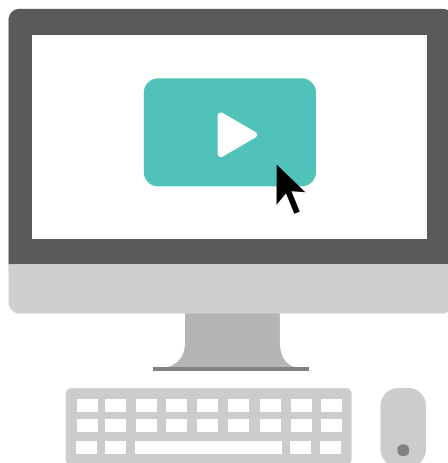


How we create our certification exams

At Hootsuite Academy, we take the creation and maintenance of our certification exams very seriously. If someone achieves a Hootsuite Academy Certification, we can say confidently that they have a strong understanding of the material covered.

The Examination is based completely on the educational content we offer, and is designed to evaluate students' knowledge of the learning outcomes identified within each course. The exam validates that students possess the core knowledge essential for success in using social media in a business and professional context.

We employ industry best practices to ensure our certification exams are valid, reliable (consistent), and secure. Regardless of the candidate, each exam provides a reliable measure of candidates' knowledge of the course content, and clearly distinguishes between those who deserve the certification from those who do not.



The following is a detailed overview of the 6-step process we use for creating and managing our certification exam(s).

Job Task Analysis

A job task analysis ensure that the content of the exam is related to the job function (e.g., Social Media Marketing).

Our Job Task Analysis is “baked into” our Content Development process, since practitioners and Subject Matter Experts vet the relevance of all material taught in the videos (See description of ADDIE model above).

Creating a Blueprint for the Exam

We administer Likert-scale based surveys to the Academy Education Advisory Board to determine the relative importance of the domains and bodies of knowledge we intend to assess with the exam.

We use the results of these surveys to create an “Exam Blueprint”, which is breaks down how much emphasis certain topic areas should be given on the exam.

The Exam Blueprint is also important because the weighting percentages it contains ensures each student will be assessed equivalently, regardless of the particular configuration of randomized questions contained on their exam.

Developing and Validating a Large Pool of Test Questions

Having a large pool of equivalent questions is required for producing randomized tests that reliably test the knowledge of all students.

Our Content Team therefore writes a minimum of 2-3 versions of the questions for each testable area. Each version of the question is then vetted for equivalence with the other question versions for that testable area.

Our SMEs review the full pool of questions to ensure they are clear, significant, technically accurate, related to the intended objective, and do not provide unintentional sources of difficulty or answer cues.

Ensuring the Security and Integrity of Every Exam

To maintain the security and integrity of our certification, each exam administered contains a unique mix of pre-equated multiple choice questions (pulled from the pool of exam questions) arranged indicated in the Exam Blueprint.

Establishing Passing Score

Once the pool of exam questions is finalized, a group of 10 people with skills ranging from novice to experienced professional are gathered to take the exam. Using their scores as a guide, we make an educated guess as to the optimal passing grade.

Periodic Evaluation of the Assessment

To ensure on-going validity of the assessment, it is reviewed annually by Subject Matter Experts and other qualified individuals to ensure that the tasks being assessed are still relevant and appropriate for assessing accomplishment of the intended learning outcomes.

Whenever extraordinary developments take place on the social media networks, we make immediate updates to the content and examination.

We also closely monitor the pass/fail rates and questions to ensure none are unreasonably difficult or confusing.