Co-funded by the Erasmus+ Programme of the European Union

Warsaw, Poland, June 21, 2024
№COMSUS-WP3-090

Project "COMSUS. Development of sustainable communications of Higher education institutions in social media" (project №2022-1-PL01-KA220-HED-000090164, Erasmus + program)

CERTIFICATE

This is to certify that

DEREZA OLENA

has successfully completed
the Scientific and Pedagogical Internship Program
«The power of social media in the professional development of university representatives: personal brand, tools for educational products, promotion of sustainable development values»

organised by Zofia Zamenhof Foundation, Warsaw, Poland

from 28.03.2024 till 20.06.2024

The academic load of the online internship is 6 ECTS credits (180 hours) and consists of the following modules:

Modules	**Number of hours**
E-learning course: Sustainable SMM: sustainable communication in social media for higher education institutions	30
E-course: Creative constructor: building innovative educational formats in digital era	30
Series of brokerage international events	12
Individual scientific project: Advancing sustainable communications in higher education via social media	50
Individual international project: Development of a concept for an international project in the field of Higher Education - sustainable communications, innovative education, sustainable development, and the third mission of universities	50
Scientific report presentation at the Round table: Development of sustainable communications in higher education institutions through social media	8
Total number of hours	**180**

The participant has demonstrated proficiency in the following **Program outcomes**:

Program outcomes	
Knowledge	Insight into key concepts in sustainable communications. Formulation of key concepts related to social media and its role in teachers' professional development. Understanding the principles of scientific research in sustainable communications. Recognition of innovative approaches to constructing educational formats in the digital era.
Skills	Building strategies for effectively promoting sustainable development values through social media. Demonstration of proficiency in designing and creating innovative educational formats. Utilization of social media tools for the development of educational products and personal branding. Development and implementation of strategies for social media integration in the educational process. Conducting scientific research in HEI's sustainable communications in social media.
Competencies	Planning and execution of sustainable communication strategies through social media. Collaborative creation of an online environment for professional development through social media. Proficiency in conducting scholarly research focused on sustainable communications in higher education institutions through social media.

This certificate is awarded in recognition of successful acquisition and application of knowledge, skills, and competencies throughout the program.

Zbigniew Dąbrowski
Chairman of Zofia Zamenhof Foundation

Wojciech Duranowski
Vice Chairman of Zofia Zamenhof Foundation

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