

PRE-REGISTRATION APPROVAL PACKET

SCORE

SOCIAL MEDIA
CERTIFICATION FOR
GOVERNMENT
COMMUNICATORS

Government Edition | Fall 2026 Cohort

A supervisor and HR reference document for evaluating and approving employee participation.

HOSTED BY

3CMA x October Learning Lab

COHORT RUNS

September 27 – November 14, 2026

What this packet is for

This packet provides everything a supervisor, HR representative, or professional development coordinator needs to evaluate and approve an employee's participation in The *SCORE* Method — Government Edition cohort issued by October Learning Lab (OLL) in partnership with 3CMA.

INSIDE, YOU WILL FIND

- 1 A course description and program overview
- 2 Learning objectives for each of the 7 modules
- 3 Delivery format and time commitment
- 4 Provider credentials and organizational background
- 5 Cost breakdown (member and non-member pricing)
- 6 Alignment with common government competency frameworks
- 7 A sample supervisor approval request letter to adapt

For questions regarding *SCORE*, contact: training@octoberlearninglab.com

For questions regarding 3CMA registration, contact: info@3CMA.org or [703-707-0830](tel:703-707-0830)

Program overview

PROGRAM NAME The SCORE Method — Government Edition	PROGRAM TYPE Professional micro-certification with digital badge and certificate of completion issued by OLL in partnership with 3CMA
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What SCORE is

SCORE is a digital communications operating framework and professional certification built specifically for government communicators. It provides a five-domain operating standard (Strategy, Content, Operations, Reporting, and Ethics) that participants learn during the program and implement inside their organizations upon completion.

SCORE is not a webinar series or a one-time workshop. It is a structured system that participants apply directly to their day-to-day work in public sector digital communications.

Who this program is for

- Public Information Officers (PIOs) and communications staff at cities, counties, and state agencies
- Government communicators managing social media without a documented operating framework
- Public sector professionals assigned to social media without a background in digital communications
- Communications professionals seeking a credential that reflects the complexity of public sector digital work

What participants take back

- A documented digital communications strategy leadership can review and approve
- Content workflows and SOPs that survive staff turnover
- A buying framework for vendor and software decisions
- A reporting system that connects social media performance to organizational goals
- Ethical and compliance guidance specific to public sector environments

The seven modules

Each module includes video lessons, downloadable templates or checklists, a knowledge check (quiz), and execution pathways for organizational implementation.

0 Orientation

- Navigate the *SCORE* learning environment and access all program resources
- Identify the five domains of the *SCORE* framework and their relationship to public sector work
- Establish personal and organizational learning goals for the cohort

1 Social Gov 101

- Describe the unique operating conditions of government social media, including compliance, public records, and accessibility requirements
- Distinguish government digital communications from private-sector social media practice
- Identify the most common operational risks in public sector digital work

2 Strategy First

- Develop a social media strategy aligned with organizational communication goals
- Segment audiences and identify the appropriate platforms and channels for each
- Present a strategy in a format leadership can review and approve

3 Effective Content Creation

- Learn how to create engaging content that educates, informs, and sometimes entertains
- Learn how to create content pillars so content creation is seamless
- Evaluate content for accessibility, compliance, and message effectiveness

4 Workflows + SOPs

- Document standard operating procedures for social media publishing, approvals, and account access
- Design cross-departmental workflows for collaboration on digital communications
- Establish protocols for password management, account ownership, and staff transitions

5 Buying Digital

- Evaluate digital communications vendors and software using a structured buying framework
- Draft clearer scopes of work and RFP language for digital communications procurement
- Distinguish between software purchased as a utility versus software purchased as a solution

6 Reporting

- Connect social media performance data to organizational goals and leadership priorities
- Build a reporting cadence and reporting template appropriate for public sector audiences
- Translate analytics into decisions, budget requests, and advocacy for the communications function

Ethics is woven throughout each module, addressing First Amendment considerations, records retention, moderation, and the accountability standards specific to public sector digital work.

How the cohort runs

SCORE is delivered as a self-paced, structured cohort. Participants move through the program together, with weekly module releases and optional live sessions for questions and discussion.

FORMAT	Online, self-paced with structured weekly module releases
DURATION	7 weeks (September 27 – November 14, 2026)
TIME COMMITMENT	Approximately 1.5–2 hours per week (10–14 hours total)
MODULE LENGTH	1.0–1.5 hours per module on average, on-demand
LIVE SESSIONS	One live orientation session; optional weekly office hours (Thursdays, 1 PM ET). All live sessions recorded and posted to the LMS.
LEARNING PLATFORM	TalentLMS (used by Meta, Amazon, Google, Oracle, and others). 24/7 access with mobile learning support.
MATERIALS	Video lessons, downloadable templates and checklists, execution pathways, and knowledge checks with each module
CERTIFICATION	Credly digital badge + Certificate of Completion from OLL and 3CMA
COHORT SIZE	Limited to 75 participants (inaugural cohort)
ENROLLMENT WINDOW	July 21 – September 20, 2026

CERTIFICATION REQUIREMENTS

To earn the *SCORE* credential, participants must:

- Complete all 7 modules
- Pass all module knowledge checks with a score of 80% or higher (three attempts allowed per quiz)
- Submit one artifact — a social media strategy, content calendar, or social media report — built using *SCORE* templates
- Complete self-assessments at the beginning and end of the program

About the provider

About October Learning Lab

October Learning Lab (OLL) provides digital communications education, certification programs, and governance consulting for government, regulated industries, and mission-driven organizations. OLL is the developer and issuing organization for The *SCORE* Method, a professional operating framework designed specifically for public sector digital communications.

Sabrina Merritt, Founder and CEO and *SCORE* Creator

SCORE was developed by Sabrina Merritt, Founder and CEO of October Learning Lab. Sabrina has spent 10 years working directly with government communicators, training, advising, and building the operating systems public sector teams use on the job. *SCORE* was built from that field experience, not from a textbook, and reflects what the highest-performing government communications teams have in common.

SCORE's background

SCORE is built on Sabrina's past experience running a digital communications firm working clients on the federal, state, and local levels. Past clients include:

the U.S. Election Assistance Commission, Georgia Department of Transportation, Georgia Public Broadcasting, City of Atlanta, City of Decatur, City of Chattanooga, City of Alpharetta, City of Joliet, Louisville-Jefferson County Metro, Indiana Department of Health, Clayton County Water Authority, and the Government of Canada.

2,400+

government employees trained in 2025

4.5–4.7

average session rating (scale of 1–5)

10 yrs

field experience behind the framework

Methodology

Every *SCORE* module is built around a structured framework that includes: core concept, practical relevance, step-by-step application, departmental implementation, leadership alignment, practice, evidence of mastery, and next steps. This structure is what allows participants to leave the program with a working system, not just theoretical knowledge.

Credential issuing

Digital badges are issued through Credly, the credential platform used by IBM, Microsoft, Adobe, and the U.S. Department of Labor. Credly serves 3,500+ organizations worldwide. Badges are verifiable, portable, and shareable on LinkedIn, email signatures, resumes, and performance reviews.

Registration & pricing

Registration is handled through the 3CMA website. Enrollment opens July 21 and closes September 20, 2026. The inaugural cohort is limited to 75 seats. Participants will have access to learning materials and templates for 1 year.

3CMA MEMBER

\$50

Full program access, all materials, badge and certificate

NON-MEMBER

\$125

Full program access, all materials, badge and certificate

What is included in the registration fee

- Full access to all 7 *SCORE* modules for the duration of the cohort
- One live orientation session and optional weekly office hours
- Artifact review and self-assessment guidance
- Certificate of Completion with professional development hours documented
- All downloadable templates, checklists, and execution pathways
- Knowledge check assessments (three attempts per quiz)
- Credly digital badge upon successful completion
- Post-completion documentation packet suitable for HR and performance reviews

Recommended approval justification

This program is priced substantially below comparable professional certifications in communications and digital media. The registration fee is a one-time cost with no ongoing subscription, and participants complete the program with implementation-ready deliverables that directly benefit the employing organization.

Real-world application

SCORE methods, templates, and frameworks have been applied by a range of public sector and public sector-adjacent organizations. Client identities are protected under October Learning Lab's confidentiality standards; representative examples are described below.

A California city government

Used *SCORE* templates to plan and execute social media content three to four months in advance despite operating without dedicated communications staff. **Result:** content standardization, planning cadence, and reduced day-of scramble.

A state infrastructure financing authority

Applied *SCORE* strategy and reporting frameworks to communicate complex bond-funded infrastructure projects to public audiences. **Result:** clearer public-facing messaging and structured reporting to executive leadership.

A public broadcasting network

Used *SCORE* workflows to coordinate content across teams, departments, and geographies. **Result:** consistent editorial voice, faster approval cycles, and shared operating standards across previously siloed teams.

Professional development hours

The *SCORE* Method — Government Edition represents approximately 10–14 hours of documented professional development activity, including module content, knowledge checks, and artifact development. The time required for implementation activities inside a participant's organization varies based on organizational goals and priorities. Certificates of Completion issued at program end include the total professional development hours earned.

A letter you can adapt

The following is a template that can be adapted and sent to a supervisor, department head, or professional development coordinator. Text shown in [gold] should be personalized.

TO

[Supervisor Name, Title]

FROM

[Your Name, Title]

DATE

[Date]

SUBJECT

Request to Enroll in The *SCORE* Method — Government Edition Certification

[Supervisor Name],

I would like to request approval to enroll in The *SCORE* Method — Government Edition cohort, a professional micro-certification program hosted by 3CMA and October Learning Lab. The cohort runs September 27 – November 14, 2026, and I am writing to request your support for the registration cost and the time commitment involved.

WHAT THE PROGRAM IS

SCORE is a professional certification program built specifically for government communicators. It is not a general social media training; it is an operating framework covering strategy, content, operations, reporting, and ethics as they apply to public sector digital communications. The program is delivered online through a structured 7-module cohort with weekly module releases and optional live sessions.

TIME COMMITMENT

Approximately 1.5–2 hours per week over 7 weeks (10–14 hours total). Modules are self-paced and can be completed outside of core work hours. Live sessions are optional and recorded.

COST

[*\$50 for 3CMA members / \$125 for non-members*]. This is a one-time cost with no ongoing subscription.

WHAT I WILL BRING BACK TO [DEPARTMENT/AGENCY NAME]

SCORE is designed so participants leave the program with implementation-ready deliverables, not just theoretical knowledge. By the end of the cohort, I will have:

■ A documented digital communications strategy I can present to leadership for review

■ Content workflows and standard operating procedures that will survive future staff transitions

■ A structured buying framework for digital communications vendors and software

■ A reporting system that connects our social media performance to organizational goals

■ Ethical, compliance, and accessibility guidance specific to public sector environments

CREDENTIAL

Upon successful completion, I will earn a Credly digital badge and Certificate of Completion documenting the professional development hours earned. Credly is the credential platform used by IBM, Microsoft, Adobe, and the U.S. Department of Labor.

WHY THIS PROGRAM

[Optional] Add 2–3 sentences here on why this credential is relevant to your role, the challenges your department is currently facing, or the strategic goals you are trying to advance. Example: “Our department has taken on more digital communications responsibility over the past two years without a documented framework, and I believe completing this program will help me build the systems we need to operate more efficiently and demonstrate the value of our work.”

I would appreciate your review and approval. I am happy to provide additional information, and the full program details are attached to this request.

Thank you for your consideration.

[Your Name]

[Your Title]

[Your Email / Phone]

THE *SCORE* METHOD™ — GOVERNMENT EDITION

HOSTED BY 3CMA × OCTOBER LEARNING LAB

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QUESTIONS?

We are happy to answer any questions from prospective participants, supervisors, HR representatives, or professional development coordinators.

CONTACT

info@3CMA.org

REGISTER AT

<https://www.3cma.org/SCORE>

