

Social Media: Our Connected World Course Syllabus

What you will learn in this course

Introduction to Social Media

Have a Facebook account? What about Twitter? Whether you've already dipped your toes in the waters of social media or are still standing on the shore wondering what to make of it all, learning how to interact on various social media platforms is crucial in order to survive and thrive in this age of digital communication. In this course, you'll learn the ins and outs of social media platforms such as Facebook, Twitter, Pinterest, Snapchat, and more. You'll also discover other types of social media you may not have been aware of and how to use them for your benefit—personally, academically, and eventually professionally as well. If you thought social media platforms were just a place to keep track of friends and share personal photos, this course will show you how to use these resources in much more powerful ways.

Unit 1: Social Media Past and Present

Think social media is all about posting status updates on Facebook? Think again. Although Facebook was one of the first social media networks and remains one of the most popular and influential platforms, it doesn't define the field. Social media has evolved into a channel for personal and professional communication and has grown to encompass several solid platforms and tools. In this unit, you will learn about the evolution of social media, discover how it has changed and expanded, and perhaps most importantly, explore how it affects our lives and our livelihoods—both positively and negatively.

What will you learn in this unit?

- Clearly define *social media*.
- Communicate a solid understanding of social media and how it has changed over time.
- Identify various types of social media.
- Identify the basic uses of social media.
- Discuss the positive and negative influences of social media on individuals, businesses, and society as a whole.

Unit 2: Facebook and Twitter

What will you learn in this unit?

- Discuss how Facebook and Twitter have evolved.
- Identify the uses of Facebook and Twitter in personal, academic, and professional realms.
- Identify and use security features for each platform.
- Identify strategies for achieving academic and professional goals using Facebook and Twitter.

Unit 3: Snapchat, Instagram, and Pinterest

What will you learn in this unit?

- Discuss how Snapchat, Instagram, and Pinterest have evolved.
- Identify the uses of Snapchat, Instagram, and Pinterest in personal, academic, and professional realms.
- Identify and apply appropriate use guidelines and security features for each network.
- Identify strategies for achieving academic and professional goals using each platform.

Unit 4: LinkedIn, Blogs, and Video Social Media

What will you learn in this unit?

- Identify various types of social media.
- Discuss the history of each social media medium.
- Identify some of the ways each social media platform is used.
- Identify strategies for implementing each social media platform into daily life.
- Discuss the overall impact these social media forms have had on academics, professions, and society in general.

Unit 5: Social Media and Interpersonal Communication

What will you learn in this unit?

- Identify the social media platforms best suited for interpersonal communication versus academic or professional communications.
- Compare and contrast social media platforms in terms of their interpersonal applications.
- Effectively utilize the features of Facebook and Twitter designed for interpersonal communication.
- Analyze the effects of Smartphone usage on our social media interactions.
- Evaluate the pros and cons of using social media networks for interpersonal communication.
- Analyze and evaluate one's own social media use.
- Identify and apply safety guidelines when communicating on social media platforms.

Social Media Midterm Exam

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from the first five units in this course (Note: You will be able to open this exam only one time.)

Unit 6: Social Media and Marketing Part 1

What will you learn in this unit?

- Discuss the evolving role of social media in the marketing industry.
- Identify and evaluate various social media marketing strategies.
- Compare and contrast social media marketing strategies in terms of their effectiveness.
- Determine which social media marketing strategies are best suited for different types of businesses.
- Identify ways in which social media has changed the marketing field.
- Make predictions regarding the role social media marketing will play in the future.

Unit 7: Social Media and Marketing Part 2

What will you learn in this unit?

- Develop a product concept for marketing purposes.
- Develop a blogging strategy for marketing the product concept.
- Develop a Facebook campaign for the product concept.
- Develop a Twitter campaign for the product concept.
- Develop a Pinterest strategy for the product concept.

Unit 8: Social Media and Academics

What will you learn in this unit?

- Use social media to create a personal online-learning environment.
- Compare and contrast social media tools in terms of their value for academic pursuits.
- Use Twitter to follow academic experts and learn about current trends in a given field of study.
- Develop a classroom Facebook page to collaborate with fellow students.
- Develop criteria to evaluate YouTube videos for their educational value.
- Create an online study group using Google Groups.
- Evaluate the academic usefulness of LinkedIn Groups and LinkedIn Answers.

Unit 9: Social Media and the Work Force Part 1

What will you learn in this unit?

- Understand the importance of networking with professionals via social networks.
- Use social media to find job leads.
- Understand and implement techniques for securing a job via social media.
- Compare and contrast both sides of the debate of whether you should or should not “friend” a client on non-professional social networks such as Facebook and Google+.
- Use social media to collaborate with colleagues.
- Use social media to keep abreast of the latest trends in your industry.

Unit 10: Social Media and the Work Force Part 2

What will you learn in this unit?

- Discuss the importance of building an online personal brand.
- Identify the advantages of having a professional online presence in today's global marketplace.
- Develop a professional persona based on skills, interests, and future career goals.
- Develop a personal blog for the purposes of branding.
- Develop a professional presence on social media platforms such as LinkedIn, Twitter, and Facebook.
- Manage your online reputation.

Social Media Final Exam

- Review information acquired and mastered from this course up to this point.
- Take a course exam based on material from units six to ten in this course – the last five units. (Note: You will be able to open this exam only one time.)

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