



Course Syllabus



Course Code: EDL059

Introduction to Social Media

Course Description

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 social media platforms is crucial to surviving and thriving in this age of digital communication. In Introduction to Social Media, you’ll learn the ins and outs of such social media platforms as Facebook, Twitter, Pinterest, Google+, and more and how to use them for your benefit—personally, academically, and, eventually, professionally. 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.

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Lesson 1: Social Media Past and Present

Lesson Summary

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.

Learning Objectives

- 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.



Lesson 2: Facebook & Twitter

Lesson Summary

When someone mentions social media, what are the very first things that come to mind? If you're like most people, visions of your Facebook timeline, Twitter homepage, Instagram feed, or Snapchat story are probably the first images that pop into your mind. As you learned in the last unit, Facebook and Twitter aren't the only social media platforms out there, though they have long been the leading giants in the social media industry. These two social media platforms have become staples in our daily lives with terms like 'tweet' and 'status update' being so commonly used that they were added to the Oxford Dictionary. In this unit, you'll learn about the roles these platforms play in our personal, academic, and professional lives. You will also learn how to use each safely and effectively to reach your individual goals via social media.

Learning Objectives

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



Lesson 3: Snapchat, Instagram, and Pinterest

Lesson Summary

A social media revolution is taking place right before your eyes with new social media apps and platforms exploding onto the scene daily. For years, the world of social media has been largely dominated by two giants—Facebook and Twitter. However, several other apps and platforms are not far behind these giants with rapidly growing popularity. The most notable of these social media players are Snapchat, Instagram, and Pinterest. These three visually-based social media apps have quickly become common household and workplace names, similar to their predecessors. In this unit, we'll be discussing each of these hugely popular social media networks in detail along with the roles they each play in our social lives, and strategies for leveraging them effectively.

Learning Objectives

- 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.



Lesson 4: LinkedIn, Blogs, and Video Social Media

Lesson Summary

When most people think of social media, they immediately recall social media platforms such as Facebook, Twitter, Snapchat, Instagram, and Pinterest. But these sites aren't the only types of social media at work on the world-wide web. If you'll recall from Lesson One, we defined social media as "any online conduit for communicating with companions or associates." We also identified some other types of social media including blogs, video, podcasts, photo sharing, and professional forums, as well as briefly touching on the key characteristics of each. In this unit, we'll delve more deeply into some of these other types of social media, discussing their prevalence, applications, and impact.

Learning Objectives

- 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.



Lesson 5: The “Social” of Social Media: How Social Media Can Be Used for Interpersonal

Lesson Summary

There’s no denying the fact that social media has changed the way we communicate with one another. For instance, when was the last time you brought a tangible photo album over to a friend’s house to show off some new pictures? It’s probably been quite a while ago if ever, right? This once commonplace activity has been replaced by virtual sharing via social media platforms. Photos aren’t the only things we’re sharing online, though. Status updates, videos, articles we’ve read—these are all things that we can now broadcast to the world with the click of a button. Does this ease of use make for better interpersonal communication, or is social media ruining the natural way we humans have communicated with each other for centuries? Big questions deserve big answers. Let’s dig in.

Learning Objectives

- 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.



Midterm Exam

Learning Objectives

- 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.)



Lesson 6: Social Media and Marketing — Part I

Lesson Summary

In the last unit, “The Social of Social Media: How Social Media Can Be Used for Interpersonal Communication,” we talked about how the two major players in the field of social media—Facebook and Twitter—can be used for keeping up with friends and relatives. In this unit, we’ll look at how businesses are using these and other social media tools to gain exposure and enhance their bottom lines.

Learning Objectives

- 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.



Lesson 7: Social Media and Marketing — Part II

Lesson Summary

In the last unit, we discussed the role social media plays in marketing. We looked at how several popular brands have leveraged social media to gain exposure and attract new customers. In this unit, you will have the opportunity to experiment with the same social media strategies Fortune 500 companies are currently using. You will develop a product concept as well as a well thought-out strategy for marketing this product via the social media tools and platforms we've examined in this course.

Learning Objectives

- 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.



Lesson 8: Social Media and Academics

Lesson Summary

In the last unit, we discussed how social media can be used by businesses to gain exposure and even increase revenue for their companies. You don't have to own a business or a website to benefit from the social media revolution, however. In this unit, we'll discuss how you can begin to use social media right now in order to increase your academic standing and prepare yourself for your future career.

Learning Objectives

- 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.



Lesson 9: Social Media and the Work Force — Part I

Lesson Summary

In our last unit, we discussed how to use social media to your benefit during the course of your academic career. Social media can prepare you for the workforce as your academic career winds down and your professional career begins. In this unit, we will discuss the role social media has in the workforce and how you can use social media to jumpstart your career.

Learning Objectives

- 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.



Lesson 10: Social Media and the Work Force — Part II

Lesson Summary

In recent years, social media has transformed the workplace. From finding jobs, networking with colleagues, and marketing products, social media has become an integral part of becoming and remaining employed in today's global marketplace. In the last unit, we talked about how you can use social media to network, land a job, and remain knowledgeable about your chosen industry. In this unit, we'll discuss the importance of building a personal brand for yourself as a professional in your field. We'll also discuss specific strategies for using social media to brand and market yourself.

Learning Objectives

- 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.



Final Exam

Learning Objectives

- 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.)