

## **SOCIAL MEDIA STRATEGY** CMPR6206

### **Course Outline**

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**Description:** This advanced course will provide insight into why organizations should use social media and how to effectively implement social strategies. You will learn to integrate, execute, and evaluate social media tools as integral components of your organization's overall marketing communications plan.

#### **Course Goals:**

- Understanding the benefits and value of social media for organizations
- Create a Social Media Strategy Plan to impact organization goals using social tools

**Course Objectives:** At the completion of this course, the student will be able to:

- Define and assess Social Media applications to achieve organizational goals
- Develop a Strategy Plan to implement appropriate Social Media tactics
- Create Social Content to build trust, influence and engagement among stakeholders
- Measure and Report Results for future Social Media implementation

#### **Attendance Requirements:**

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

#### **Code of Student Conduct:**

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

# Western Continuing Studies

## Course Schedule:

### Day 1:

- Key Principles of Social Media
- Engagement
- Empowerment and Openness
- Crafting A Strategy
- Objectives
- Tactics & Planning
- Stakeholders' Roles
- Empowering Your People
- Frontline Employees
- Customers
- Volunteers and Leadership.

### Day 2:

- Social Content
- Create Publishing Schedule
- Write for the Web – Searchability
- Curate Content and Be a Resource
- Storytelling & Having a Voice
- The Results
- Measuring ROI
- Fail Fast
- Build Momentum
- Reporting the Results

## Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
  - a. The course content was relevant and valuable.
  - b. The instructor conducted class sessions in an organized, well-planned manner.
  - c. The instructor explained concepts clearly.
  - d. The instructor displayed enthusiasm and energy in conducting class sessions.
  - e. The instructor made me feel comfortable in the learning environment.
  - f. The instructor encouraged my participation and interaction.