Social Media Fundamentals
CMPR6209

Course Outline

Description: This introductory course welcomes all who are new to social networking sites such as Twitter, Facebook, Instagram and Snapchat.

The course will explore the basics of personal, professional and company use of social media tools and strategies. Discover how social media can help you stay in touch, advance your business goals and open the door to a world of news, entertainment and creativity.

Course Goals:

- Understanding of social media in general and the major platforms as a communications toolset
- Create a cross-platform content plan

Course Objectives: At the completion of this course students will:
- Understand the differences and opportunities of major social media platforms
- Be familiar with navigating major social media websites i.e. Twitter, Facebook
- Understand the difference between personal, professional and company social media
- Be fluent in creating Twitter-optimized social media content
- Report on the performance of social media initiatives

Equipment: Laptop required in-class. We will work with several applications during the course and a laptop computer is required. Make sure to arrive early for technical support connecting to the classroom wireless internet.

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

Please contact Continuing Studies if you require information in an alternate format, or if any arrangements can be made to ensure that this course is accessible to you. If you would like to provide feedback about accessibility-related issues that are specific to your experience with Continuing Studies, you may do so using our comment box (located in the entrance of the office) or you may contact Accessibility at Western (accessibility@uwo.ca or 519-661-2111, extension 85562); the feedback will be forwarded to the appropriate individual or area for follow-up.

Course Schedule:

Day 1:
- What Is Social Media?
- Creating Social Content
- User-Generated Content
- Monitoring Social Buzz
- Introduction To Social Networks
- Facebook
- Linkedin
- Google+
- Twitter

Day 2:
- Blogs
- Geo-Location
- Foursquare
- Media
- Flickr
- Instagram
- Youtube
- Content Planning
- Content Curation
- Pinterest
- Managing Multiple Platforms
- Measuring
- Keeping Pace

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.