

Social Media Fundamentals

CMPR6209

Course Outline

Description: This introductory course welcomes all who are new to social networking sites such as Twitter, Facebook, Instagram, YouTube 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 social connectivity. We know that “everyone is on social media”, but few people know how to master it. The course aims to give students an understanding of best practices in the social media space, and challenge their thinking around how social media is used.

Course Goals:

- Understanding of social media in general, and the major platforms as a communications toolset
- Create a cross-platform content plan
- Understand why a social media strategy is important for an organization, and how to create one

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, YouTube
- Understand the difference between personal, professional and company social media
- Development of confidence in building a social media plan that can be executed upon
- Analyze how different audiences use the different channel tactics
- Be fluent in creating optimized 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.

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.

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>

Course Schedule:

Day 1:

- What is social media?
- Why does social media matter?
- Social channel overview
 - Facebook
 - YouTube
 - LinkedIn
 - Twitter
 - Snapchat
 - Instagram
 - And more...
- Creating social content
- Tools for planning content
- Creating social voices and personas
- Content that works – inspiration and ideas for real-world engagement

Day 2:

- Social strategy - how to build one
- Social planning
- Creating and managing social communities
- Social media for diverse audiences
- Social media management tools
- Measuring performance
- What does the data actually mean?
- Resources for executing on social media

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.