

Introduction to Social Media

Course Overview

This single semester elective course is intended as a practical, hands-on guide to help you understand the world of social media and how individuals, social groups, and businesses are using different types of social media. You will discuss various types of social media and the technologies that spawned them in the initial two lessons. In the lessons that follow, you will take a closer look at different types of social media—from social and professional networks to geolocation and photo-sharing services. Finally, in the last few lessons you will discuss how technological advances (specifically in mobile devices) and the legal environment impact social media and how businesses use social media in their marketing activities.

Course Goals

By the end of this course, you will:

- Identify various types of social media that have impacted our society and their evolution.
- Describe and use blogs and microblogs for interacting with the digital world.
- Explain the use of social networks and professional networks.
- Explain photo sharing and organize an individual site based on an existing photo sharing service.
- Describe the effect of video sharing and use of geolocation on business and other communities.
- Identify the impacts of social media on news sharing and impact of social opinion sites on review and consumption of products and services.
- Describe the use of wiki-based services to build and share a knowledge repository.
- Explain the process of crowdsourcing and its effect on industry.
- Explain the impact of social media on marketing and its use through mobile devices.
- Explain the privacy and legality of social media.

General Skills

To participate in this course, you should be able to do the following:

- Complete basic operations with word processing software, such as Microsoft Word or Google Docs.
- Perform online research using various search engines and library databases.
- Communicate through email and participate in discussion boards.

For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Student Orientation document, found at the beginning of this course.

Credit Value

Introduction to Social Media is a 0.5-credit course.

Course Materials

- notebook
- presentation software
- computer with internet connection and speakers or headphones
- Microsoft Word or equivalent

Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course instructor may modify the schedule to meet the specific needs of your class.

Day	Activity / Objective	Type
1 day:	Syllabus and Student Orientation <i>Review the Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
3 days: 2-4	What Is Social Media? <i>Identify various types of social media that have impacted our society.</i>	Lesson
3 days: 5-7	The Internet and the World Wide Web <i>Trace the evolution of social media to the early days of the World Wide Web.</i>	Lesson
3 days: 8-10	The Blog <i>Describe and use blogs for interacting in the digital world.</i>	Lesson
3 days: 11-13	The Microblog <i>Describe and use microblogs for interacting in the digital world.</i>	Lesson
6 days: 14-19	Course Activity and Discussion—1	Course Activity Discussion
1 day: 20	Game	Activity
4 days: 21-24	Social Networking <i>Trace the rise and utility of social networks.</i>	Lesson
4 days: 25-28	Professional Networking <i>Explain the use of professional networking for career growth.</i>	Lesson
6 days: 29-34	Course Activity and Discussion—2	Course Activity Discussion
1 day: 35	Game	Activity
3 days: 36-38	Photo-Sharing <i>Explain photo sharing and organize an individual site based on an existing photo sharing service.</i>	Lesson

3 days: 39-41	Social Video <i>Describe the impact of video sharing on business and popular culture.</i>	Lesson
3 days: 42-44	Geolocation <i>Describe the use of a geolocation service for businesses and online communities.</i>	Lesson
6 days: 45-50	Course Activity and Discussion—3	Course Activity Discussion
1 day: 51	Game	Activity
4 days: 52-55	Social Bookmarking and Social News <i>State the impact of social media on news generating and sharing.</i>	Lesson
4 days: 56-59	Social Opinion <i>State the impact of social opinion on the consumption of products and services.</i>	Lesson
3 days: 60-62	Wikis <i>Describe the utility of wiki-based services to build and share a knowledge repository.</i>	Lesson
3 days: 63-65	Crowdsourcing <i>Explain crowdsourcing and its impact on industry.</i>	Lesson
6 days: 66-71	Course Activity and Discussion—4	Course Activity Discussion
1 day: 72	Game	Activity
3 days: 73-75	Marketing Through Social Media <i>State the impact of social media on classical marketing.</i>	Lesson
3 days: 76-78	Social Mobility <i>Describe the utility of social media through mobile devices.</i>	Lesson
3 days: 79-81	Privacy and Data Security <i>Explain privacy and legality in the context of social media.</i>	Lesson
6 days: 82-87	Course Activity and Discussion—5	Course Activity Discussion
1 day: 88	Game	Activity

1 day: 89	Course Review	
1 day: 90	End of Semester	Assessment