

Drury University's Graduate Level Social Media Program
<http://socialmediacertificate.net/>

For questions about the program, contact:

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Lectures are on Tuesday evenings from 7 to 8:30 pm CST
Labs are on Thursday evenings from 6:30 to 9:00 pm CST

Tentative Schedule for Webinar Version, Eight Week Course

Week One

Course Introduction

- Course Introduction and Overview
 - Platform Primers: Groupsite and GVO
 - Syllabus
 - Projects and Assignments

Introduction to RSS feeds and WordPress

- Introduction to RSS feeds
 - What are they (intro to XML)
 - RSS feed readers
 - How they are related to the Social Web
 - How to create one (basics)
 - How is a blog an RSS feed
- Introduction to WordPress

Week Two

Blogging with WordPress

- Blogging with WordPress
 - Blogging best practices
 - Themes
 - Plugins
 - Integration
 - Optimization

Microblogging (Twitter), Social Networking (Facebook)

- Using Twitter
 - Basic usage
 - Optimization
 - Lists
 - Twitter Search
 - Integrating
 - Best practices
- Facebook
 - Profiles
 - Status updates, posting
 - Optimization
 - Joining Groups
 - Best practices

Week Three

Social Networking: Facebook, LinkedIn, and Google Plus

- Facebook
 - Pages
 - Groups
 - Ads
 - Applications
 - Integration
 - Privacy Issues
- LinkedIn
 - Uses
 - Groups
 - Integration
- Google Plus
 - Profiles
 - Pages
 - Integration

Week Four

Media Communities, Bookmarking/Crowd Sourcing

- Media Communities
 - Image Sharing Communities (Flickr)
 - Video Sharing Communities (YouTube)
 - Document Sharing Communities (Scribd/Slideshare)
- Social Bookmarking/Crowd Sourcing
 - What is social bookmarking?
 - What are crowd-sourced sites?

- Best practices for using them
- Thought leadership
- Optimization
- Integrating

Widgets, Badges, and Integration

- Definitions
- General guidelines
- Best practices
- Using the technology
 - For integrating a Social Web presence
 - For sharing content
 - For interactivity
 - For selling products and promotion
- Using widgets
 - Placing in HTML
 - Placing in a CMS like WordPress
- Mobile Widgets
- Distributed Social Networking
- Integrating Your Social Accounts
- Creating an Integration Plan

Week Five

Media Usage, Web Content, Online Storytelling, and Authenticity

- Media Usage
 - Definitions
 - What people want
 - Why people choose types of media
- Web Content
 - What type of content will you produce?
 - Know your audience
 - Know what it is you want to convey
 - Write accordingly
 - Creating compelling and sticky content
- Online Storytelling
- Authenticity

Cloud Computing

- Definitions
- Classifications
- Uses and Examples

Collaborative Technologies: Asynchronous/Synchronous Environments

- Introduction to Collaboration
- Asynchronous Environments
 - Wikis
 - Google Docs
- Synchronous Environments
 - Conferencing (Dim Dim, GoToMeeting, Adobe Connect)
 - Immersive Environments (Second Life)

Mobile Technologies

- Getting mobile ready
- Creating applications

Week Six

SEO, Optimization, Social Analytics

- Search Engine Optimization
 - Traditional Search Engines
 - Real-time Search Engines
 - Semantic Search
 - Strategies

Pitching Social Media, Social Media Strategies, Social Media Plans, Policies

- How to pitch social media
- Putting together a social media strategy
- Preparing a social media plan
- **Social media policies and privacy**

Week Seven

Public Relations, Marketing, and Communications

- Understanding Brand Management
- Role of Marketing and Public Relations
- Tools
 - Social Media Newsrooms
 - PR Web
 - Radian6
- Developing a Communication Plan
- Beyond Traditional Journalists: Reaching out to bloggers

Social Media Optimization and Analytics Tactics

- Social Media Optimization

- Social Media Analytics Tactics
- Social Analytics Tools
 - Internal Tools (i.e. Facebook Insights)
 - External Tools
- Interpreting Social Media Metrics

Social Media Listening and Cultural Analysis

- Listening in/for Social Media
- Cultural Analysis

Virtual Lab: Group presentations and virtual feedback. Online questionnaire for group critiques.

- Each student will have the “floor” to present, and allow time for feedback
- Provide a link for official critique of presentations

Week Eight

Ethics, Best Practices, New Trends and Tools, and Wrap Up

- Continue Presentations if necessary
- Ethics and Best Practices
- Pulling it all together: A summary of all we have done and how it fits together in the “big picture”
- Overview of new tools and trends

Project and Assignment Wrap Up

- Instructor will do a thorough assessment of student assignments
- Project paper and presentation feedback