COURSE OUTLINE: OAD130 - SOCIAL MEDIA WORK

Prepared: Minttu Kamula
Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	OAD130: SOCIAL MEDIA IN THE WORKPLACE
Program Number: Name	2086: OFFICE ADMIN-EXEC
Department:	OFFICE ADMINISTRATION
Academic Year:	2023-2024
Course Description:	Several key information technologies are used in the workplace to communicate with stakeholders and promote the organization, such as Twitter, Facebook, YouTube, and LinkedIn. Students will select, develop, and maintain some of these online platforms and apply marketing strategies to promote the organization in accordance with relevant guidelines.
Total Credits:	2
Hours/Week:	4
Total Hours:	28
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Substitutes:	OAD127
This course is a pre-requisite for:	OAD150, OAD302
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2086 - OFFICE ADMIN-EXEC** VLO 1 Conduct oneself professionally and adhere to relevant legislation, standards and codes of ethics. VLO 2 Manage the scheduling, coordination and organization of administrative tasks and workflow within specific deadlines and according to set priorities. VLO 3 Coordinate the collection, analysis, distribution and response to communications in the workplace to facilitate the flow of information. VLO 4 Operate and provide support related to the use, maintenance and procurement of office equipment and technologies. VLO 8 Use interpersonal, leadership and client service skills to respond to diversity and to support the vision and mission of the organization. VLO 10 Select and use information technologies to support communication with internal and external stakeholders and to promote the organization.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 5 Use a variety of thinking skills to anticipate and solve problems.

	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Books and Required Resources:	Essentials of Social Media Marketing by Michelle Charello Publisher: Student Digital/eBook
Course Outcomes and Learning Objectives:	

Course Outcome 1	Learning Objectives for Course Outcome 1
Select, develop, use, and maintain various social media platforms(e.g., Twitter, Facebook, YouTube, LinkedIn) in a business setting to gain a competitive advantage through the creation and distribution of content to attract and retain clearly-defined audiences.	1.1 Apply knowledge of social media marketing to a variety of communication situations, for example: - Set up account(s) with pictures, text, graphics, and preferred privacy settings - Demonstrate understanding of a social media content strategy by posting accurate, timely, and relevant content - Edit or delete posts as needed to ensure content is accurate, appropriate, and current - Develop a personal brand and identify key audiences to generate leads - Create a social media marketing strategy - Communicate with internal and external stakeholders to promote business interests locally and globally through the advanced use of an online presence - Select and use information technologies appropriate to the workplace, including social media (e.g., LinkedIn) to create and optimize business profiles - Explore and present information on social media platforms for businesses purposes 1.2 Marketing with Twitter - Explain the business value of using Twitter for marketing - Understand components of a Tweet - Find and follow appropriate Twitter users - Set up lists - Search trends - Utilize hashtags effectively - Send private messages and reply to existing tweets - Demonstrate a Twitter content strategy

1.3 Marketing with Facebook
- Explain the business value of using Facebook
- Demonstrate the steps for creating and optimizing a Facebook page
- Understand the components of a Facebook post
- Implement a Facebook content strategy
1.4 Marketing with YouTube
- Explain the business value of using YouTube
- Implement a YouTube content strategy
- Create and subscribe to channels
- Navigate and find videos
- Create playlists
- Comment on videos
- Interact with other viewers
- Optimize a video for YouTube
1.5 Create a LinkedIn account
- Understand the business value of using LinkedIn
- Create and optimize a LinkedIn account
- Control privacy settings
- Create a custom URL for your profile and a badge for website use
- Attract others to your profile
- Participate in discussion forums
- Endorse other profiles
- Recommend other users
1.6 Demonstrate understanding the business value of blogs, vlogs, podcasts, and webinars and how to execute them effectively.
1.7 Create a Web Page to promote personal brand
- Use online programs to create a personal web page according to guidelines
- Ensure content (text, graphics, photos, hyperlinks, etc.) is current, accurate, and up to date.
1.8 Use information technologies appropriately and in accordance with the organization`s communications and social media use guidelines.
1.9 Develop and maintain online resources for stakeholders, such as:
- Posting timelines, content calendars
- Crisis protocol
- Social media policies
- Comply with legislation

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	40%
Chapter Reading Quizzes	15%
Personal Brand	10%
Social Media Content Calendar	10%
Social Media Project	25%

Date:	June 23, 2023
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.