



COURSE OUTLINE

OAD130

Prepared: Lynn Dee Eason and Amy Peltonen Approved: Sherri Smith

Course Code: Title	OAD130: SOCIAL MEDIA IN THE WORKPLACE
Program Number: Name	2086: OFFICE ADMIN-EXEC
Department:	OFFICE ADMINISTRATION
Semester/Term:	18W
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 web pages. Students will select, develop, and maintain these online resources by contributing accurate, timely, and relevant content to social media sites in accordance with relevant guidelines in collaboration with others.
Total Credits:	2
Hours/Week:	4
Total Hours:	28
Substitutes:	OAD127
This course is a pre-requisite for:	OAD302
Vocational Learning Outcomes (VLO's): Please refer to program web page for a complete listing of program outcomes where applicable.	<p>#3. Coordinate the collection, analysis, distribution and response to communications in the workplace to facilitate the flow of information.</p> <p>#7. Prepare and produce a variety of business documents using available technologies and applying industry standards.</p> <p>#10. Select and use information technologies to support communication with internal and external stakeholders and to promote the organization.</p>
Essential Employability Skills (EES):	<p>#1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>#2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>#6. Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>#7. Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>#10. Manage the use of time and other resources to complete projects.</p> <p>#11. Take responsibility for ones own actions, decisions, and consequences.</p>



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Course Evaluation:
Evaluation Process and Grading System:

Passing Grade: 50%, D	
Evaluation Type	Evaluation Weight
Assignments	60%
Test 1 (Social Media)	40%

Course Outcomes and Learning Objectives:

Course Outcome 1.

Select, develop, use, and maintain information technologies appropriate to the workplace, including social media (e.g., Twitter, Facebook, YouTube, LinkedIn) appropriately and in accordance with communications and social media use guidelines for the organization.

Learning Objectives 1.

- Information Technologies
Gain familiarity to utilize each technology effectively including such examples as:
- Set up account(s) with pictures, text, graphics, and preferred privacy settings
 - Prepare and post online content/resources including text, photos, videos, and graphics according to industry standards and organization branding guidelines
 - Edit or delete posts as needed to ensure content is accurate, appropriate, and current
 - Twitter
- Find and follow appropriate Twitter users
 - Set up lists
 - Search trends
 - Utilize hashtags effectively
 - Send private messages and reply to existing tweets
 - Work with multiple accounts
 - Set notifications
 - Adjust settings
 - Facebook
 - Find and like/follow appropriate Facebook users
 - Create and participate in groups and events
 - Create and maintain pages
 - Update status, respond to private messages, comment, and reply to comments
 - Set notifications
 - Save posts and access saved items
 - Adjust settings as required



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- YouTube
 - Create and subscribe to channels
 - Navigate and find videos
 - Create playlists
 - Comment on videos
 - Interact with other viewers
 - Adjust settings and troubleshoot as required
 - LinkedIn
 - 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
 - Web Pages
 - Develop basic HTML web site using coding or chosen software
 - Maintain a web site according to established guidelines and procedures to ensure current and accurate content:
 - o Text
 - o Graphics
 - o Photographs
 - o Hyperlinks
- Guidelines
- Identify and apply appropriate guidelines for social media accounts and web pages:
- Administrator and password policies
 - Posting timelines
 - Crisis protocol
 - Content sources and style
 - Comply with legislation

Date:

Wednesday, August 30, 2017

Please refer to the course outline addendum on the Learning Management System for further information.