COURSE OUTLINE: OAD130 - SOCIAL MEDIA WORK

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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
Semesters/Terms:	19S
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
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:	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 3 Coordinate the collection, analysis, distribution and response to communications in the workplace to facilitate the flow of information. VLO 7 Prepare and produce a variety of business documents using available technologies and applying industry standards. 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 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 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

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Books and Required Resources:	Brilliant Social Media by Adam Gray Publisher: Pearson ISBN: 978-1-292-00113-5

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
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.	1.1 Apply knowledge of communication theories, online collaboration, and social media tools to a variety of communication situations, for example: - Set up account(s) with pictures, text, graphics, and preferred privacy settings - Contribute to business social media sites by posting accurate, timely, and relevant content - Edit or delete posts as needed to ensure content is accurate, appropriate, and current - Review, secure, and share documents during the editing process - 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., Twitter, Facebook, YouTube, and LinkedIn), as well as maintaining a business web page: 1.2 Use 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 1.3 Use 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 1.4 Use 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 1.5 Use LinkedIn - Control privacy settings - Create a custom URL for your profile and a badge for website use

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	- Attract others to your profile
	- Participate in discussion forums
	- Endorse other profiles
	- Recommend other users
	1.6 Use 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
	1.7 Use information technologies appropriately and in accordance with the organization`s communications and social media use guidelines.
	1.8 Develop and maintain online resources for stakeholders, such as:
	- Administrator and password policies
	- Posting timelines
	- Crisis protocol
	- Content sources and style
	- Comply with legislation

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight	Course Outcome Assessed
Assignments	60%	
Test 1	40%	

Date: June 22, 2018

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