



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
Semesters/Terms:	21W
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 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:	2086 - OFFICE ADMIN-EXEC
Please refer to program web page for a complete listing of program outcomes where applicable.	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.
Essential Employability Skills (EES) addressed in this course:	VLO 10 Select and use information technologies to support communication with internal and external stakeholders and to promote the organization.
	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.

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.



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	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:	<p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>
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Books and Required Resources:	<p>Essentials of Social Media Marketing by Michelle Charello Publisher: Stukent ISBN: n/a</p>
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Course Outcomes and Learning Objectives:	<table border="1"> <thead> <tr> <th>Course Outcome 1</th> <th>Learning Objectives for Course Outcome 1</th> </tr> </thead> <tbody> <tr> <td>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.</td> <td> 1.1 Apply knowledge of social media marketing to a variety of communication situations, for example: <ul style="list-style-type: none"> - 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 - Develop a personal brand - Increase brand awareness, identify key audiences, and 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., Twitter, Facebook, YouTube, and LinkedIn) to create and optimize business profiles - Explore and present information on new social media platforms for businesses purposes 1.2 Create and optimize a Twitter profile <ul style="list-style-type: none"> - 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 </td> </tr> </tbody> </table>	Course Outcome 1	Learning Objectives for Course Outcome 1	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: <ul style="list-style-type: none"> - 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 - Develop a personal brand - Increase brand awareness, identify key audiences, and 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., Twitter, Facebook, YouTube, and LinkedIn) to create and optimize business profiles - Explore and present information on new social media platforms for businesses purposes 1.2 Create and optimize a Twitter profile <ul style="list-style-type: none"> - 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
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- 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 business page
- Understand the components of a Facebook post
- Implement a Facebook content strategy
- Update status, respond to private messages, comment, and reply to comments
- Adjust settings as required

1.4 Marketing with Youtube

- Explain the business value of using YouTube
- Create a YouTube channel
- 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 Create a Web Page

- Use online programs to create a personal web page according to guidelines
- Ensure up to date and current accurate content:
 - o Text
 - o Graphics
 - o Photos
 - 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:

- Posting timelines, content calendars
- Crisis protocol
- Social media policies

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- Comply with legislation

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	60%
Test	40%

Date:

June 17, 2020

Addendum:

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

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