



COURSE OUTLINE: OAD0130 - SOCIAL MEDIA WORK

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Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	OAD0130: SOCIAL MEDIA IN THE WORKPLACE
Program Number: Name	1120: COMMUNITY INTEGRATN
Department:	C.I.C.E.
Semesters/Terms:	22W
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 in the CICE Program, with the assistance of a Learning Specialist, 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.
Essential Employability Skills (EES) addressed in this course:	<p>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.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p>
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>
Books and Required Resources:	<p>Essentials of Social Media Marketing by Michelle Charello Publisher: Stukent ISBN: n/a</p>

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 2021-2022 academic year.



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Digital/ebook

Course Outcomes and Learning Objectives:

Upon successful completion of this course, the CICE student, with the assistance of a Learning Specialist will acquire varying levels of skill development relevant to the following learning outcomes:

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.	<p>1.1 Apply knowledge of social media marketing to a variety of communication situations, for example:</p> <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 <p>1.2 Create and optimize a Twitter profile</p> <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- Utilize hashtags effectively- Send private messages and reply to existing tweets- Demonstrate a Twitter content strategy <p>1.3 Marketing with Facebook</p> <ul style="list-style-type: none">- 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 <p>1.4 Marketing with Youtube</p> <ul style="list-style-type: none">- Explain the business value of using YouTube- Create a YouTube channel

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- 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
 - Comply with legislation

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	60%
Test	40%

CICE Modifications:

Preparation and Participation

1. A Learning Specialist will attend class with the student(s) to assist with inclusion in the class and to take notes.
2. Students will receive support in and outside of the classroom (i.e. tutoring, assistance with homework and assignments, preparation for exams, tests and quizzes.)
3. Study notes will be geared to test content and style which will match with modified learning outcomes.
4. Although the Learning Specialist may not attend all classes with the student(s), support will

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always be available. When the Learning Specialist does attend classes he/she will remain as inconspicuous as possible.

A. Further modifications may be required as needed as the semester progresses based on individual student(s) abilities and must be discussed with and agreed upon by the instructor.

B. Tests may be modified in the following ways:

1. Tests, which require essay answers, may be modified to short answers.
2. Short answer questions may be changed to multiple choice or the question may be simplified so the answer will reflect a basic understanding.
3. Tests, which use fill in the blank format, may be modified to include a few choices for each question, or a list of choices for all questions. This will allow the student to match or use visual clues.
4. Tests in the T/F or multiple choice format may be modified by rewording or clarifying statements into layman's or simplified terms. Multiple choice questions may have a reduced number of choices.

C. Tests will be written in CICE office with assistance from a Learning Specialist.

The Learning Specialist may:

1. Read the test question to the student.
2. Paraphrase the test question without revealing any key words or definitions.
3. Transcribe the student's verbal answer.
4. Test length may be reduced and time allowed to complete test may be increased.

D. Assignments may be modified in the following ways:

1. Assignments may be modified by reducing the amount of information required while maintaining general concepts.
2. Some assignments may be eliminated depending on the number of assignments required in the particular course.

The Learning Specialist may:

1. Use a question/answer format instead of essay/research format
2. Propose a reduction in the number of references required for an assignment
3. Assist with groups to ensure that student comprehends his/her role within the group
4. Require an extension on due dates due to the fact that some students may require additional time to process information
5. Formally summarize articles and assigned readings to isolate main points for the student
6. Use questioning techniques and paraphrasing to assist in student comprehension of an assignment

E. Evaluation:

Is reflective of modified learning outcomes.

NOTE: Due to the possibility of documented medical issues, CICE students may require alternate methods of evaluation to be able to acquire and demonstrate the modified learning outcomes

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Date: December 14, 2021

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

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