

Drury University's Graduate Level Social Media Program
<http://socialmediacertificate.net/>

For questions about the program, contact:

Curt Gilstrap, Ph.D.
Director, Social Media Certificate
Drury University
cgilstrap01@drury.edu
417. 873.6948

Tentative Schedule for Webinar Version

Week One:

Day 1 - General Definitions, Brief Primer, Course Requirements, Skills assessment

- General Definitions
 - Overview of what we mean by social media and Web 2.0
 - Definitions of terms we will be using throughout the course
- Brief Primer
 - Direct from intro section of book (concepts like “placing code” and “meta data”)
- Course Requirements
- Skills Assessment

Day 2 - Introduction to RSS feeds and Social Media Technologies, Blogging with WordPress

- Introduction to RSS feeds
 - What are they (intro to XML)
 - RSS feed readers
 - How they are related to the Social Web
 - How to create one (basics)
 - How is a blog an RSS feed
- Social Media Technologies
 - Besides RSS feeds, what makes a technology “social”
 - Intro to widgets, badges, mashups, etc.
- Blogging with WordPress
 - Depending on skills assessment: either an intro to or a discussion of blogging fundamentals
 - Blogging best practices
 - Themes
 - Plugins
 - Integration
 - Optimization
- Discussion of virtual lab and any work to do ahead of time

Day 3 - Virtual Lab: Creating a WordPress blog.

- Creating a WordPress blog
 - Students will create either a blog at WordPress.com or host their own
 - Professor will be available in the lab to help with themes, plugins, posting, etc.

Day 4 - Microblogging (Twitter/Google Buzz), Social Networking (Facebook)

- Using Twitter
 - Basic usage
 - Optimization
 - Lists
 - Twitter Search
 - Integrating
 - Best practices
- Google Buzz
 - Same topics as Twitter
 - Specific use on Web pages
- Facebook
 - Profiles
 - Status updates, posting
 - Optimization
 - Joining Groups
 - Best practices

Week Two:

Day 5 - Social Networking: Facebook, LinkedIn, and Custom/Niche

- Facebook
 - Pages
 - Ads
 - Applications
 - Integration
- LinkedIn
 - Uses
 - Groups
 - Integration
- Ning/SocialGo/custom and Niche Networks
 - Niche Networks
 - Setting up a Ning/Custom Network
 - Integration

Day 6 - Collaborative Technologies: Asynchronous/Synchronous Environments

- Introduction to Collaboration
- Asynchronous Environments
 - Wikis

- Google Docs
- Google Wave
- Synchronous Environments
 - Conferencing (Dim Dim, GoToMeeting, Adobe Connect)
 - Immersive Environments (Second Life)
- More on collaboration
 - Decision Making
 - Virtual Teams and Meetings
 - Productivity
- Discussion of virtual lab and any work to do ahead of time

Day 7 – Virtual Lab: Creating and Integrating Social Networking and Micro-blogging accounts. Students set up their collaborative environment for group project.

Day 8 - Media Communities, Bookmarking/Crowd Sourcing, Mobile Technology

- Media Communities
 - Image Sharing Communities (Flickr)
 - Video Sharing Communities (YouTube)
 - Document Sharing Communities (Scribd/Slideshare)
- Social Bookmarking/Crowd Sourcing
 - What is social bookmarking?
 - What are crowd-sourced sites?
 - Best practices for using them
 - Thought leadership
 - Optimization
 - Integration
- Mobile Technology
 - Using applications
 - Integrating with online presence

Week Three:

Day 9 - Media Usage, Web Content, Online Storytelling, and Authenticity

- Media Usage
 - Uses and Gratifications Theory
 - Media Norms
- Web Content
 - What type of content will you produce?
 - Know your audience
 - Know what it is you want to convey
 - Write accordingly
 - Types of content
 - Open ended vs. closed
 - Instructional

- Conversational
- Informative
- Reviews
- Reporting
- Online Storytelling
- Authenticity

Day 10 - Widgets, Badges, and Mashups

- Definitions
- General guidelines
- Best practices
- Using the technology
 - For integrating a Social Web presence
 - For sharing content
 - For interactivity
 - For selling products and promotion
- Using widgets
 - Placing in HTML
 - Placing in a CMS like WordPress
- Mobile Widgets
- Distributed Social Networking
 - Google Connect
 - Facebook Connect/Open Graph API
 - OpenID
- Discussion of virtual lab and any work to do ahead of time

Day 11 – Virtual Lab: Developing your social media strategy and using widgets, badges, and other tools to integrate Social Web accounts.

- Creating a social media strategy for student or for a case study
- Creating an integration plan using widgets, badges, and other tools
- Discuss group projects

Day 12 - SEO, Optimization, Social Analytics, and the Semantic Web

- Search Engine Optimization
- Social Media Optimization
- Social Analytics Tools
 - Internal Tools (i.e. Facebook Insights)
 - External Tools
- The Semantic Web
 - Introduction
 - Microformats/RDF/FOAF

Week Four:

Day 13 - Public Relations, Marketing, and Communications

- Understanding Brand Management
- Role of Marketing and Public Relations
- Tools
 - Social Media Newsrooms
 - PR Web
 - Radian6
- Developing a Communication Plan
- Beyond Traditional Journalists: Reaching out to bloggers

Day 14 - Social Media Listening and Cultural Analysis

- Listening in/for Social Media
 - Tools (Radian6, et al)
- Cultural Analysis
- Group presentation Q&A

Day 15 - Virtual Lab: Group presentations and virtual feedback. Online questionnaire for group critiques.

- Each group will have the “floor” to present, and allow time for feedback
- Provide a link for official critique of presentations

Day 16 – Ethics, The Big Picture, and Wrap Up

- Ethics – Based on Chas. Ess' text
- Pulling it all together: A summary of all we have done and how it fits together in the “big picture”
- Applying what we have learned to the real world: open discussion on how students plan to use what they have learned, and any questions they may have to that end