



QTL™ ExplorNet's Social Media

Why a Social Media Program?

The Social Media courses build the knowledge and skills needed to develop content for social media marketing in a business environment. In today's competitive job market, employers demand certifications for technical skills. The Social Media course offerings allow students the opportunity to earn industry recognized certifications. Industry certifications are provided by **Hootsuite**, a social media management platform.

The Social Media program of study is sequenced into three courses.

Certifications

The Social Media course offerings are aligned with the **Hootsuite** Certification exams. These certifications include:

- Hootsuite Platform
- Social Marketing
- Advanced Social Advertising



Social Media I

This course will provide an overview of all elements of social media and includes the opportunity for students to earn an industry recognized social media certification. Students will learn: the value of professionalism, effective communication skills, how to design a digital portfolio, appropriate social media presence for a variety of uses, the impact of social media, media design and how to develop a successful social media campaign.

Social Media II

This course will allow students the opportunity to build upon their knowledge and skills developed during Level I. Students will learn: implications of social media in today's society, how to handle those implications in a professional manner, design and create content for effective social media posts, social media techniques to engage different audiences, and data analytics to improve social media management strategies.

Social Media III

Social Media III will serve as the student's social media capstone project. The goal is for students to culminate their learning in a real-world setting. Students will complete a variety of projects designed to enhance their knowledge and skills to create an effective social media presence for business or community partners. Students will also have the opportunity to earn additional industry-recognized certifications.



Key Points

- Developed by teachers and industry experts.
- Updated annually.
- Aligned with **Hootsuite industry certification..**

Training

QTL/ExplorNet provides teacher training annually for all of our course offerings. Participants will be provided in-depth training in social media concepts and applications, curriculum options, resources and best-practice strategies for teaching the courses. If you are a new teacher who is in need of professional development to improve their technical skills and course teaching skills then sign up!

***Interested in Hosting a
Training in Your Area?***

We can come to you!

Contact Us!

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Social Media I Frameworks

- 1.1 Explore social media platforms.
- 1.2 Demonstrate appropriate social media presence for personal, academic, and professional use.
- 2.1 Identify marketing basics.
- 2.2 Examine target markets.
- 2.3 Examine social media campaigns.
- 3.1 Practice the importance of time management.
- 3.2 Use productivity apps.
- 3.3 Demonstrate appropriate workplace expectations and behaviors.
- 3.4 Interpret ethical and legal considerations.
- 4.1 Compare uses of email, phones, video conferencing, and social media.
- 4.2 Write electronic communications.
- 4.3 Demonstrate verbal communication.
- 5.1 Develop and maintain a digital portfolio.
- 6.1 Create publications.
- 6.2 Create and manage online forms for decision-making purposes.
- 6.3 Create and edit photos and graphics.
- 6.4 Create and edit video.
- 7.1 Explore platforms for social media marketing campaigns.
- 7.2 Develop a social media campaign.
- 8.1 Explore certification options.

Social Media II Coming Soon!

Social Media Internship

Add an internship as a capstone to create a *Social Media Program of Study*.

View Sample Resources
Password: ExplorNetGuest

Social Media Courses

Resources

Course resources are *created by a team of teachers and industry experts* and are *updated annually*. Resources include:

- PowerPoints to introduce key terms and concepts for each objective
- Two-column note-taking guides for each PowerPoint
- Key terms and definitions for each objective
- Student activities sheet with suggested activities, links, videos and accompanying documents
- Teacher lesson guides
- Test question bank
- Best practice strategy recommendations
- *Aligned to industry certification tests*

Access to course resources available in two ways:

1. **Blended learning environment** using Moodle or Canvas includes:
 - Pre-built courses with all resources as listed above
 - Pre-built unit assessments for review or tests
 - Quizlet/crossword/word games for vocabulary review
 - **Customizable**; teachers can add or remove documents, links, videos, etc.
 - Secure log-in
 - Teacher Resources Moodle for access to resources, sharing ideas, and asking and receiving help
 - **Ongoing support**
2. **Downloadable Resources**
 - If you use an alternative learning management system such as Google Classroom or no online system at all, we will provide all resource documents in a downloadable format
 - Teacher Resources Moodle for access to resources, sharing ideas, and asking help
 - **Ongoing support**

Social Media Pricing

The Social Media courses are available through a subscription which includes all resources for both courses per teacher per school. **NO PER STUDENT FEE!** Subscription valid July 15 - June 15 each year.

- Social Media Yearly Subscription ONLY \$695
- Second teacher at same school \$345, a 50% discount!
- Three-year subscription receives 10% discount!

Click below to download a pricing sheet for subscriptions and training.