



# ExplorNet's Social Media

**Social Media I:** *Designed for 135-180 hours of instructional time.*

<i>RBT</i>	<i>Weight</i>	<i>Objectives / Indicators</i>
<b>SOCIAL MEDIA</b>		
<b>B2</b>	<b>4%</b>	<b>1.1 Explore social media platforms.</b>
		1.1.1 Define and identify examples of social media.
		1.1.2 Evaluate advantages, disadvantages and best practices of different social media platforms. (e.g., Twitter, Instagram, Facebook, YouTube, Snapchat, etc.)
		1.1.3 Choose and setup accounts for one or more social media platforms.
<b>C3</b>	<b>4%</b>	<b>1.2 Demonstrate appropriate social media presence for personal, academic, and professional use.</b>
		1.2.1 Distinguish between appropriate and inappropriate social media presences for personal, academic, and professional use.
		1.2.2 Research how prospective employers view individuals' social media presence.
		1.2.3 Summarize the impact of appropriate and inappropriate social media presence on career opportunities.
		1.2.4 Analyze and manage personal social media regarding appropriate and inappropriate social media presence.
<b>SOCIAL MEDIA MARKETING</b>		
<b>B2</b>	<b>2%</b>	<b>2.1 Identify marketing basics.</b>
		2.1.1 Define marketing and types of marketing.
		2.1.2 Examine the four "P's" of marketing strategy.
<b>B2</b>	<b>5%</b>	<b>2.2 Examine target markets.</b>
		2.2.1 Define target market and segments of target markets. (e.g., demographics, psychographics, geographics, etc.)
		2.2.2 Utilize a variety of research methods to identify and categorize characteristics, needs, and behaviors of specific target markets.
		2.2.3 Explore geofilters and how they are used in social media marketing.
		2.2.4 Identify types of social media posts that will effectively engage members of identified target markets.
<b>B2</b>	<b>3%</b>	<b>2.3 Examine social media campaigns.</b>
		2.3.1 Define branding and explain the importance of creating an on-line brand.
		2.3.2 Identify steps necessary to create a desired on-line brand.
		2.3.3 Examine elements of a social media campaign.
		2.3.4 Critique existing social media campaigns for effectiveness.



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PROFESSIONALISM		
<b>B2</b>	<b>2%</b>	<b>3.1 Practice the importance of time management.</b>
		3.1.1 Understand and demonstrate effective time management techniques.
		3.1.2 Prioritize commitments such as completing accurate assignments on time and keeping appointments.
<b>C3</b>	<b>3%</b>	<b>3.2 Use productivity apps.</b>
		3.2.1 Discuss appropriate uses of mobile devices for academic and professional purposes.
		3.2.2 Review and choose a productivity app (consider platform-Mac, Windows, iOS, Android, etc.) for a specific task (note taking, calendar, tasks/to-do lists, project management, presentations, collaboration, cloud storage, budgeting, graphic design, video editing).
		3.2.3 Use productivity apps for tasks.
<b>B2</b>	<b>3%</b>	<b>3.3 Demonstrate appropriate workplace expectations and behaviors.</b>
		3.3.1 Understand appropriate workplace expectations and behaviors.
		3.3.2 Model appropriate work ethic behaviors such as integrity, responsibility, accuracy, quality, discipline, and teamwork.
		3.3.3 Demonstrate professional conduct in a variety of workplace situations, including appropriate dress and appearance, attendance, punctuality, language and etiquette.
		3.3.4 Participate in quarterly evaluations similar to employee performance reviews used in the workplace.
<b>B2</b>	<b>3%</b>	<b>3.4 Interpret ethical and legal considerations.</b>
		3.4.1 Interpret and apply copyright laws regarding fair use, sources, terms of use, altering copyrighted work, online use and other legal considerations when creating media such as memes.
		3.4.2 Discuss ethical considerations when posting or sharing communications via social media or online. (e.g., Privacy, photo sharing, press release consent, and consent to share an image owned by someone else or photo of someone else)
COMMUNICATIONS		
<b>C3</b>	<b>3%</b>	<b>4.1 Compare uses of email, phones, video conferencing, and social media.</b>
		4.1.1 Differentiate between effective and ineffective uses of email, phones, video conferencing, and social media.
		4.1.2 Plan email, phone call, or social media post appropriate for employment or professional communication.
		4.1.3 Participate in video conferencing for educational and business purposes. (Skype, Google Hangouts, Zoom, etc.)
		4.1.4 Employ collaboration strategies such as screen sharing and document collaboration during video conferencing.
<b>C3</b>	<b>3%</b>	<b>4.2 Write electronic communications.</b>
		4.2.1 Write effective electronic communications and social media posts to inform or persuade.
		4.2.2 Write effective electronic communications and social media posts to pitch an idea or build customer relations (ie, blog).



# ExplorNet's Social Media

<b>C3</b>	<b>3%</b>	<b>4.3 Demonstrate verbal communication.</b>
		4.3.1 Differentiate between effective and ineffective verbal communication skills for target markets.
		4.3.2 Plan verbal communication appropriate for employment or professional purpose (presentation, speech, video narration, phone call, etc.)
		4.3.3 Conduct verbal communications appropriate for identified target markets.
<b>DIGITAL PORTFOLIO</b>		
<b>C3</b>	<b>15%</b>	<b>5.1 Develop and maintain a digital portfolio.</b>
		5.1.1 Complete a career interest inventory.
		5.1.2 Choose and research a career, based on inventory outcome, to be included in digital portfolio. (include skills and education needed, money/salary; future outlook and evidence of research)
		5.1.3 Incorporate resume in digital portfolio with evidence of professional, career related, and leadership experiences; special certifications or training; overview of academic success; and community service.
		5.1.4 Create documents to aid in obtaining employment such as resumes, applications, cover letters and thank you letters.
		5.1.5 Illustrate career related or special skills by including samples in digital portfolio.
		5.1.6 Illustrate evidence of career related experience in digital portfolio.
<b>SOCIAL MEDIA CONTENT DESIGN</b>		
<b>B2</b>	<b>5%</b>	<b>6.1 Create publications.</b>
		6.1.1 Explain design concepts used to create social media content.
		6.1.2 Learn and apply page layout design concepts for social media content.
		6.1.3 Use page layout software to create content for social media such as cards, announcements, ads, newsletters, coupons, etc.
<b>C3</b>	<b>3%</b>	<b>6.2 Create and manage online forms for decision-making purposes.</b>
		6.2.1 Utilize at least two online tools (e.g., Facebook, Twitter, Instagram, SurveyMonkey, Google Forms, Doodle, etc.) to create and manage online forms and surveys.
		6.2.2 Analyze, filter, and sort form results to inform decision-making.
<b>B2</b>	<b>9%</b>	<b>6.3 Create and edit photos and graphics.</b>
		6.3.1 Learn and apply graphic design concepts for social media content.
		6.3.3 Use photo editing software to design graphic elements for social media content such as geofilters, ads, infographics, memes, or QR codes.
<b>B2</b>	<b>8%</b>	<b>6.4 Create and edit video.</b>
		6.4.1 Learn and apply video design concepts for social media content.
		6.4.2 Use video editing software to design video for social media such as how to's, gifs, live videos, vlog, or customer testimonials.



# ExplorNet's Social Media

<b>SOCIAL MEDIA CAMPAIGN</b>		
<b>B2</b>	<b>2%</b>	<b>7.1 Explore platforms for social media marketing campaigns.</b>
		7.1.1 Identify capabilities of social media platforms. (personal pages, groups, business pages, events, etc.)
		7.1.2 Assess and choose two or more appropriate tools to be used for a social media marketing campaign. (e.g., Twitter, Instagram, Facebook, YouTube, Snapchat, website, apps, etc.)
		7.1.3 Defend selection of the social media tools to be used in campaign.
<b>C3</b>	<b>15%</b>	<b>7.2 Develop a social media campaign.</b>
		7.2.1 Create an aesthetically appealing social media marketing campaign that includes a clear message, is consistent across all platforms, shows creativity and originality, supports the purpose, and highlights interactivity and engagement.
		7.2.2 Assess results of social media campaign and adjust campaign as necessary.
<b>SOCIAL MEDIA CERTIFICATION</b>		
<b>B2</b>	<b>5%</b>	<b>8.1 Explore certification options.</b>
		8.1.1 Choose a social media certification option and prepare for the certification test. (e.g., Hootsuite, Hubspot)
		8.1.2 Prepare for and take social media certification using their provided training and testing platform.