

Tentative Syllabus

Course Title: Social Media for Business

NO BOOK

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Materials: Computer/Laptop/tablet or SmartPhone iPhone or Android, High-Speed Internet

Course Number: CAOT 150

General Course Description:

We will demonstrate a few of the most popular platforms, and discuss how to choose one, and then get started. This online class will use the twitter hash tag #needcollegehelp

Prerequisites & Intended Audience:

This online class is ideal for those who are considering using social media, as well as those who have social media profiles and would like to get more out of them. Ideally, participants will have established a free Twitter account (www.twitter.com) before the session begins. Students also should sign up for the [CAOT Facebook page](#), and [instructorpayan/youtube](#), [yelp](#), [flickr](#), in addition to other social media sites

Rationale:

Social media is changing the way we do business today learning how to manage your personal or company social media is now a vital skill.

Much of the conventional wisdom about social media, such as how many followers is ideal and what information you should be posting, is misleading for professionals. Our relationship to our clients is fundamentally different from the relationship between a marketer and a one-time, small-cost purchaser.

Once we see social media in the correct light – as a collection of tools that support relationships – we are able to take the communication skills all good professionals have developed and apply them to our new tools. We are also able to measure the success of our efforts, and develop a strategy that plays to our individual strengths.

Expected Student Outcome:

Social Media can be intimidating to those that don't understand the power of the tools available. This course will give the students the ability to jump in and start using the tools available, set milestones for success, and define their Social Media goals.

Outline:

- What is social media?
- Moving beyond “connecting” and into using social media to build and support relationships
- Defining your purpose in using social media
- What the ROI of social media really is
- Setting milestones and measuring success
 - o [Klout](#)
 - o [Google Analytics](#)
- How to get started with Social Media