

Highly Suggested Course Schedule.

Date	Activities
Week #1	<p>Introduction, Syllabus. Read Book Chapters 1, 2, and 3. <i>Read The Presentation: Ethics In Social Media</i> <i>Read The Presentation: Writing For Social Media Lesson</i> <i>Read The Presentation: 7 Tips On Creating Awesome SM Posts.</i> <i>Scan The Facebook Social Media guide</i> <i>Scan The Instagram Guide, Particularly The Choose A Layout section</i> <i>Watch The Tutorial: Strategic Instagram Postings Via Desktop</i> <u>DUE: Social Media Audit Assignment</u> <u>DUE: Social Media Policy Assignment</u></p>
Week #2	<p>Editing Photos With Adobe Photoshop Read Book Chapters 4, 5, and 6. <i>Read The Presentation: Social Posts Concept Lesson 1</i> <i>Read The Presentation: Social Posts Concept Lesson 2</i> <i>Read The Presentation: Hashtag Strategy</i> <i>Read The Presentation: 8 Rules For Taking Better Photos With A Smartphone For The Web</i> <i>Scan The LinkedIn Media guide</i> <i>Watch The Tutorial: How To Create Your Own Profile In LinkedIn</i> <u>DUE: Brand Voice Assignment</u> <u>DUE: Social Posts Concept Assignment</u></p>
Week #3	<p>Creating Micro Content With Spark Read Book Chapters 7, 8, and 9. <i>Watch The Video: Why Videos Go Viral</i> <i>Read The Presentation: Best Practices In Social Media Design</i> <i>Read The Article: Color Psychology Poster</i> <i>Scan The Pinterest Guide</i> <i>Watch The Tutorial: How To Create An Instagram Filter In Photoshop</i> <u>DUE: Strategy Assignment</u></p>
Week #4	<p>The Purple Cow & Reputation Management Read Book Chapters 10, 11 <i>Read The Presentation: 5 Ways Top Dominate Social Media In Business.</i> <i>Read The Presentation: 6 Key Strategies Fore Reputation Management.</i> <i>Read The Presentation: Leveraging Your Competition For Account Growth In SM</i> <u>DUE: Book Review</u></p>