

SOCIAL MEDIA IN BUSINESS (EFFECTIVE 2013-14)
ACTIVITY/COURSE CODE: 5034
(COURSE WILL BE LISTED IN THE 2013-14 CATE STUDENT REPORTING
PROCEDURES MANUAL)

COURSE DESCRIPTION: This course introduces students to the current field of social media and prepares them to explore and create successful social media strategies for businesses. It gives students the knowledge, tools, and methods to use different social media tools and networks in a business environment.

OBJECTIVE: Given the necessary equipment, supplies, and facilities, the student will be able to successfully complete all of the following standards.

RECOMMENDED GRADE LEVELS: 11–12

COURSE CREDIT: 1 Carnegie unit

PREREQUISITE: Teacher approval and successful completion of two business education courses

COMPUTER REQUIREMENT: One computer per student; Internet access required

RESOURCES:

www.mysctextbooks.com

A. SAFETY AND ETHICS

1. Identify major causes of work-related accidents in offices.
2. Describe the threats to a computer network, methods of avoiding attacks, and options in dealing with virus attacks.
3. Identify potential abuse and unethical uses of computers and networks.
4. Explain the consequences of illegal, social, and unethical uses of information technologies (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices).
5. Differentiate between freeware, shareware, and public domain software copyrights.
6. Discuss computer crimes, terms of use, and legal issues such as copyright laws, fair use laws, and ethics pertaining to scanned and downloaded clip art images, photographs, documents, video, recorded sounds and music, trademarks, and other elements for use in Web publications.
7. Identify netiquette including the use of e-mail, social networking, blogs, texting, and chatting.
8. Describe ethical and legal practices in business professions such as safeguarding the confidentiality of business-related information.

9. Discuss the importance of cyber safety and the impact of cyber bullying.

B. EMPLOYABILITY SKILLS

1. Identify positive work practices (e.g., appropriate dress code for the workplace, personal grooming, punctuality, time management, organization).
2. Demonstrate positive interpersonal skills (e.g., communication, respect, teamwork).

C. STUDENT ORGANIZATIONS

1. Explain how related student organizations are integral parts of career and technology education courses.
2. Explain the goals and objectives of related student organizations.
3. List opportunities available to students through participation in related student organization conferences/competitions, community service, philanthropy, and other activities.
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.

D. INTRODUCTION TO SOCIAL MEDIA

1. Define social media in different user-related contexts.
2. Explain historical evolution of social media.
3. Explain different social media formats available for business use with a particular emphasis on social networking.
4. Evaluate social media for use in information service delivery.
5. Reflect critically on the impact of social media on today's global economy.
6. Explore the role mobile devices serve in social media.
7. Discuss legal and ethical considerations of social media use.
8. Compare/Contrast terms and conditions of joining various social media sites.

E. PUBLISH

1. Explore blogs, microblogs, and wikis (Wikipedia, Blogger, Wordpress, twitter, wet paint, Knol, etc.).
2. Demonstrate the use of a publishing social media tool.

F. SHARE

1. Explore video sharing (YouTube, Vimeo, etc.).
2. Explore photo sharing (Flickr, Instagram, Picasa, Photobucket, etc.).
3. Explore audio file sharing (Sound Cloud, Jamendo, BearShare, etc.).

4. Explore link sharing and social bookmarking (FlashMob, Digg, Pinterest, Reader, Delicious, etc.).
5. Explore file sharing (Dropbox, Slideshare, Scribd, etc.).
6. Demonstrate the use of a sharing social media tool.

G. DISCUSS/CONVERSATIONS

1. Explore digital communication on bulletin boards, forums, user groups, polls, and Web site comments (e.g., Strawpoll, Polldaddy, Disqus).
2. Explore instant digital communication including text messaging, instant messaging, chat, and video chat (Skype, Facetime, AOL, Yahoo, etc.).
3. Analyze the effective use of e-mail as a social networking tool.
4. Use search tools to find online discussions/comments about a particular topic.
5. Demonstrate the use of a discussion social media tool.

H. COMMERCE

1. Explore the role of social media in e-Commerce, such as sharing, reviews, inspiration, and co-shopping (TripAdvisor, Groupon, Living Social, eBay, Amazon, Angie's List, etc.).
2. Discuss the history of e-Commerce.
3. Demonstrate the use of a commerce social media tool.

I. LOCATION

1. Explore how businesses utilize location tracking and social media check-ins (e.g., Foursquare, Facebook, Yelp, Google Places).
2. Discuss portable social graphs, smart ads, and push recommendations.
3. Discuss pros and cons of global positioning tracking systems in mobile devices.
4. Demonstrate the use of a location social media tool.

J. NETWORK

1. Explore social networking platforms (LinkedIn, Ning, Edmodo, Plaxo, Facebook, MySpace, Google Plus, MeetUp, Eventful, etc.).
2. Compare/Contrast personal and professional social networks.
3. Discuss the impact of a personal profile on one's personal and professional life.
4. Identify common features of personal and professional social networks.
5. Demonstrate the use of a social networking platform.

K. SOCIAL MEDIA TRENDS

1. Investigate current and emerging social media trends.
2. Investigate relevant events pertaining to social media.

L. CAREERS

1. Identify careers in the social media industry.
2. Identify education and training requirements for a career in social media.
3. Research a career related to the field of social media.
4. Create a presentation using the results of the career research.

M. PROJECT IMPLEMENTATION

1. Conduct a case study of an existing business' social media strategy/plan.
2. Develop a social media strategy/plan for a business.
3. Apply the use of social networking tools to a given business scenario.
4. Create social conversations to support the business application tool.