

**Title:**

Social Media 101

**Keywords:**

online networking, social media and social platforms

**Summary:**

As social media platforms continue to grow in popularity, it becomes even more important for organizations and professionals to have a virtual presence. This session will explore the features and functions of a few popular platforms, so attendees can develop and implement a successful social media campaign.

**Final Number:**

CA 02

**Slot:**

CA 02: Wednesday, September 24, 2014: 2:45 PM-4:00 PM

**References:**

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**Learning Activity:**

<b>LEARNING OBJECTIVES</b>	<b>EXPANDED CONTENT OUTLINE</b>	<b>TIME ALLOTTED</b>	<b>FACULTY/SPEAKER</b>	<b>TEACHING/LEARNING METHOD</b>	<b>EVALUATION/FEEDBACK</b>
<b>Example</b> Critique selected definition of the term, "curriculum"	<b>Example</b> Definitions of "curriculum"  Course of study Arrangements of instructional materials The subject matter that is taught Cultural "training"  Planned	<b>Example</b> 20 minutes	<b>Example</b> Name, Credentials	<b>Example</b> Lecture PowerPoint presentation Participant feedback	<b>Example</b> Group discussion: What does cultural training mean to you?

	engagement of learners				
Understand the features and advantages of a few popular social media platforms	Understand the features and advantages of a few popular social media platforms	25 minutes	Michelle Lilly	Lecture, PowerPoint presentation, Participant feedback	Group discussion
Learn basic skills to utilize these platforms	Learn basic skills to utilize these platforms	25 minutes	Michelle Lilly	Lecture, PowerPoint presentation, Participant feedback	Group discussion
Develop a social media campaign	Develop a social media campaign	25 minutes	Michelle Lilly	Lecture, PowerPoint presentation, Participant feedback	Group discussion