

# Course Syllabus

## Course Name: Social Media I

**Description:** This course won't teach you how to use Facebook, the proper way to use a hashtag, or how to get more Instagram followers. What this course will teach you is that the world of Social Media revolves around you—your actions, your decisions, and your interests. You will examine how Social Media has evolved. You will understand how you can find authenticity and truth within an online world where you can "be" anyone. And you will learn how your digital footprint makes a bigger impression than your physical one. You will also discover that your voice is important. You're not only a reader—you're a writer. You don't just follow the news—you report it as a citizen journalist. And you don't just gather information—you crowdsource it. The future of Social Media is yours to define...so how will you use it to make a difference?

**Estimated Completion Time:** 1 Segment /16-18 weeks

## Major Topics and Concepts:

### Segment One

- definition and evolution of social media
- types and purposes of social media platforms
- social media's psychological impacts
- understanding social media metrics and algorithms
- digital citizenship, ethics, security, and safety
- combating cyberbullying and practicing social media etiquette
- principles of effective communication and conflict resolution
- analyzing and evaluating social media content
- strategies for source credibility and information verification
- persuasion techniques and bias analysis in social media
- engaging with opposing viewpoints
- crafting tailored and structured arguments for social media
- use of visuals and concise language in social media posts
- careers in social media
- networking and academic/professional development using social media
- social media's role in advocacy and driving change
- adapting tone, grammar, and clarity in online communication
- techniques for effectively engaging audiences
- branding and marketing for social media

### Course Assessment and Participation Requirements:

To achieve success, students are expected to submit work in each course weekly. Students can learn at their own pace; however, "any pace" still means that students must make progress in the course every week. To measure learning, students complete self-checks, practice lessons, multiple choice questions, projects, discussion-based assessments, and discussions. Students are expected to maintain regular contact with teachers; the minimum requirement is monthly. When teachers, students, and parent work together, students are successful.