



Social Media Specialist Certificate Review

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The following document is a review of LB iLearn Online's Social Media Specialist Certificate. The purpose of this review is to examine the course outcomes and course content to ensure that the demands in social media are meeting business and industry needs. For each course, I provided information on things I believe LB iLearn Online is doing great and some areas that could use improvement.

SMT 110 – Social Media Technology

SMT 110 Accomplishments:

1. The current Social Media and Technology course outcomes were clearly defined and achieved through the content provided in each credit unit.
2. Having students create their own website to establish their own brand is a great learning experience. It's great to give students the opportunity to express their creativity and skills. They will be able to take this knowledge and use it countless times in their future professionally and personally.
3. The step by step instructions are fantastic to help students that may need extra assistance with setting up an email account, website, etc.
4. Having students review LB iLearn's social media platforms in the credit unit assessments, helps you gain knowledge on what you are doing well and not so well. It's an amazing outlet to gain insight from outsiders that you would normally have to pay for services.

SMT 110 Recommendations:

1. I would suggest reordering the current first four credit units to the following:
Credit Unit 1 Module 1: Social Media Communities
Credit Unit 1 Module 2: Social Media Channels & You
Credit Unit 2 Module 1: Building Your Professional and Personal Brand
Credit Unit 2 Module 2: Blogging
2. Before diving into building a brand, it is important to understand the history of social media and how it has evolved into what we know today. It is imperative to build the foundation of the course before jumping into topics pertaining to social media.

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3. Social media is constantly evolving and not all social media platforms survive (for example, Myspace). I would add information on how important it is as a Social Media Specialist to stay ahead of trends.
4. In credit unit 3 module 2, video #3 does not play because you have to be granted access to watch the video.
5. In the credit unit 4 introduction, there are no course outcomes listed like the previous sections. There is a spot for course outcomes but nothing is listed below.

All in all, the course is very in tune to the social media industry and educates students on the necessary skills and knowledge needed to be successful.

SMT 111 – Social Media Communication & Human Relationships

SMT 111 Accomplishments:

1. Pointing out the positive and negative effects social media has on society is great. Countless times the negative effects are left out of the conversation.
2. Having students get familiar with Prezi and Emaze will be great for their social media future. Sometimes as a Social Media Specialist, the responsibilities are more than just updating social media platforms. They may have to do presentations to show results or educate their organization on their current activities. Prezi and Emaze are great resources to use for these occasions.
3. I loved the concept of having them outline their social media plan – it will be a very useful tool in the industry.

SMT 111 Recommendations:

1. I did not feel that all of the course outcomes were met in the content. The purpose of course outcome #3 was to “describe the history and development of various social networks.” I didn’t feel that I was educated on the history and development of social media networks and this is a very important educational component. I would highly recommend adding more information on this subject and also consider moving it to SMT 110.
2. On question #2 in the credit unit 2 assessment, the second part states “...create a 300 word blog on how this organization uses social media to their advantage.” If you are talking about Linn Benton, I would make that clear. I would suggest

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rewording it to "...create a 300 word blog on how LB iLearn Online uses social media to their advantage."

3. I am thinking ahead since this election year will be coming to an end soon – but I would suggest after the new president is elected to include some information on their presidential campaign in credit unit 2 module 1. Students will stay more engaged with current information.
4. There are no resources or citations available at the end of this course.

With the suggested edits, the course is in tune to the social media industry and educates students on the necessary skills and knowledge needed to be successful.

SMT 112 – Social Media Marketing & Communication

SMT 112 Accomplishments:

1. Using Survey Monkey is a great way to teach the students more about consumer behavior.

SMT 112 Recommendations:

1. I would rename this course to Social Media Marketing & Advertising and add information about the advertising process. Social media advertising is a very important component for a Social Media Specialist to have knowledge about.
2. This course is lacking essential information. The course should 1. Define marketing and advertising. 2. Explain the process of creating a marketing & advertising strategy. Social media **marketing strategy** focuses listening to the target audience, communicating with the audience in social space, engaging the audience, and collaborating with the brand or service. Social media **advertising strategy** focuses on creating advertising messages and selecting advertising media.
3. Under the advertising section, I would include how marketers use Aristotle's modes of persuasion – ethos, pathos, and logos.
4. Here is a great video to ad about breaking through the "clutter" of advertising.
<http://www.pbs.org/wgbh/frontline/film/showspersuaders/>
5. A good course assessment for this course would be to have them create a Facebook ad (without paying and publishing it). They could go through the steps

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of designing a graphic, creating the headline, and choosing their target audience. They could screen shot the ad and the target audience pages to show if they understand the concept of who they are trying to reach. This website would be a great resource for them to design an ad if they don't have Adobe Photoshop or Illustrator knowledge/access: <https://www.canva.com/> and here is an article on how to create a Facebook advertisement:

<https://www.facebook.com/business/help/132037906870538>

6. Another example of a course assessment would be to have students research an ad campaign of their choice and write a paper or create short PowerPoint for their findings. Requirements would be to give history of the campaign, examples from the campaign, how social media was used, and if the campaign successful or not.
7. This is a great reading material piece Hootsuite created for Beginner's in Social Media Advertising: <https://blog.hootsuite.com/beginners-guide-to-social-media-advertising/>
8. Credit Unit 1 needs to have information about the shortened attention spans due to the 6 second videos on Facebook, Twitter, and Instagram that were started through the Vine app. <http://www.medicaldaily.com/human-attention-span-shortens-8-seconds-due-digital-technology-3-ways-stay-focused-333474>
9. The use of Wordle for the course assessments could get repetitive. I would recommend coming up with a different exercise.
10. I am confused why the capstone is located in the third course. I think it should be the last item in the certificate. I realize that the final course doesn't use their website so maybe you should switch the order of SMT 112 and SMT 113.

This course seems to be the weakest in terms of the potential that it possesses. I would highly recommend including advertising to the course because it is an important piece of social media.

SMT 113 – Social Media Privacy, Ethics & Legal Issues

This course was constructed really well. All of the information provided was exactly what should be included for the ethics and legality issues of social media. I don't have any feedback to give besides the possibility of moving this course ahead of marketing and advertising because it could feel lengthy with the amount of writing required.



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I am applying for the position of Assessment Evaluator for the Social Media Certificate. I have extensive experience and knowledge in education and social media, and would love to share my enthusiasm and passion with the students of LB iLearn Online.

My experience with social media development and implementation at the community college level has provided me with experience that is relevant to the position. I am aware that this position requires promoting student success, identifies and meets learning needs of students, and participates on the Social Media Advisory Board. I am familiar with each of these tasks from previous experience. I also have great communication skills and am very organized.

I have a large experience working with college students and social media. I am currently employed at Treasure Valley Community College as the Student Programs & Social Media Coordinator. I am a dedicated educator mentoring college students and developing them into student leaders. I am the designated college official for all social media platforms of the college. In the first six months, I increased social media followers by 52%. In addition to managing social media, I frequently educate the Board of Education, employees, and students of the college on the growing importance of social media and social media etiquette.

I am a recent graduate of Eastern Oregon University with a bachelor's degree in Business Administration with a concentration in Marketing and a minor in Communications. This fall, I am starting a master's program with the hopes to become a tenure faculty at the community college level when I graduate. As an Assessment Evaluator with LB iLearn Online, it will give me the proper experience to pursue my professional goals.

I would be a great asset for this position because I am reliable, cooperative, and friendly. I strive to be the best educator I can be and have the ability to keep up with a fast paced work environment. My experience in a variety of positions gives me the necessary experience to be successful as an Assessment Evaluator for LB iLearn Online.

Sincerely,

Lacey Towers

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