

Social Media 1



Pre-Requisites:

Credits: 0.5 (per segment)

Estimated Completion Time: 1 segment/16-18 weeks

Earliest Start Date: March 2014

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. (We trust that you're an expert on all those things already.) 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?

Major Topics and Concepts

Don't believe everything on the internet. Consider the source. What is your digital footprint? Tone doesn't have a font, are you being lost in translation? Think for yourself. The good, bad, and the ugly truth about going viral Meaning vs. Intention, the great divide. The "Online You" is often different from the "Real World You." Social Media, what's the impact on your psyche? Cyberbullying How Social Media can make a positive change Emotions vs. Logic, what leads your actions? Syndrome E, it is real and it effects how you act. Social Media is driven by the need for a sense of community. Citizen Journalism Crowd-sourcing Social Media can change lives. Individual action on Social Media matters. Slacktivism The dragonfly affect "Failure" can often just be a pathway to success You own social media, how will you change it?

Required Materials

Course Objectives

Grading Policy

Besides engaging students in challenging curriculum, the course guides students to reflect on their learning and evaluate their progress through a variety of assessments. Assessments can be in the form of practice lessons, multiple choice questions, writing assignments, projects, research papers, oral assessments, and discussions. The course will use the state-approved grading scale and each course contains a unique end of course assessment. This assessment counts for 20% of the student's overall grade and must be passed with a score of 60% or higher.

Communication Policy

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 parents work together, students are successful.