

**SMU CAFE  
Advanced Digital Engagement  
Class Schedule  
SPR17**

WK 1

M5/15

1. Welcome, Syllabus, Schedule, Learning Outcomes, Expectations

Social Media Target (discussion)

Digital Writing

The Process

Research

Information

Audience

Remember

Capture Systems

Analyze

Prioritize, Attribution

Write, Edit, Edit

Advanced Blog Writing

General Guidelines

Writing for SEO

Keywords

Audience Profiling

SEO Requirements

Social Media Pushes

Voices & Tips

Facebook

Twitter

LinkedIn

Google+

Timing

DEMO: [DigPro.qsiroup.com](http://DigPro.qsiroup.com) Wordpress Blogsite Admin & Wordpress SEO plugin tool

F5/19

DUE: Blog #1

WK 2

M5/22

News, Latest

Dynamics of search

Typical Search Strategy

3-to-5

Modifiers fore or aft

Keyword Discovery

Finding keywords

Analyzing keywords

Tools: Wordtracker, SEcockpit, Raventools

Following keyword searches

Google Analytics - Live Look

Monitoring Tools: NUVI, Facebook Insights, Tailwind, RavenTools

F5/26

DUE: Blog #2

WK 3

M5/29

HOLIDAY: NO CLASS

F6/2

DUE: Blog #3

WK 4

M6/5

News, Latest

Analytics

Login: Meltwater

Monitoring and Analytics: Step-by-Step

Looking Deeper

F6/9

DUE: Blog #4

SUN6/11

DUE: Analytics Report #1

WK 5

M6/12

News, Latest

SEARCH: Devon Agent, DogPile, Mamma

COLLECTION: Evernote, Devon Office

ORGANIZATION: MindNode, OmniOutliner, OmniGraffle

SOCIAL MANAGEMENT: Hootsuite

PRODUCTION PLANNING: BaseCamp

GRAPHICS: Skitch

F6/16

DUE: Blog #5

SUN6/18

DUE: Analytics Report #2

WK 6

M6/19

News, Latest

Assessing the organization

Internal Research

Management

Directors/Managers

What management expects, accountability, ROI

Statistics that Matter

DISCUSSION: What portion of sales can we claim?

F6/23

DUE: Blog #6

SUN6/25

DUE: Analytics Report #3

WK 7

M6/26

News, Latest

Content Marketing

Content is Everything

Unselfish Communications

Being Human vs. Being Corporate

EXERCISE: Mrs Baird's Bread Hamburger & Hot Dog Buns

DISCUSSION: Content Creation vs. Curation

F6/30

DUE: Blog #7

WK 8

M7/3

HOLIDAY: NO CLASS

F7/7

DUE: Blog #8

SUN7/9

Analytics Report #4

WK 9

M7/10

News, Latest

Digital Comm Quick Planning

Open Q&A

Live blogging

Live Blogging Exercise