

**SMU CAPE  
Advanced Digital Engagement  
Class Schedule  
SUM18**

WK 1

M5/7

- 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

WK 2

M5/14

- 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: Meltwater, Facebook Insights, Tailwind, RavenTools

Su5/20

DUE: Blog #1

WK 3

M5/21

- News, Latest
- Analytics
  - Login: Meltwater
  - Monitoring and Analytics: Step-by-Step
  - Looking Deeper

Su5/27

- DUE: Blog #2
- DUE: Analytics Report #1

M5/28

NO CLASS, Memorial Day Holiday

Su6/3

- DUE: Blog #3
- DUE: Analytics Report #2

WK 5

M6/4

- News, Latest
- SEARCH: Devon Agent, DogPile, Mamma
- COLLECTION: Evernote, Devon Office
- ORGANIZATION: MindNode, OmniOutliner, OmniGraffle
- WRITE: iA Writer, Omm Writer
- SOCIAL MANAGEMENT: Hootsuite
- GRAPHICS: Skitch

Su6/10

- DUE: Blog #4
- DUE: Analytics Report #3

WK 6

M6/11

- News, Latest
- Statistics that Matter
- Assessing the organization
  - Internal Research
    - Management
    - Directors/Managers
- What management expects, accountability, ROI
- DISCUSSION: What portion of sales can we claim?

Su6/17

- DUE: Blog #5
- DUE: Analytics Report #4

WK 7

M6/18

- 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

WK 8

M6/25

- News, Latest
- Digital Comm Quick Planning
- Live blogging
  - Live Blogging Exercise
- Open Q&A