

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
 - Analyze
 - 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 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

WK 4

M5/28

- 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

Su6/3

DUE: Blog #3

DUE: Analytics Report #2

WK 5

M6/4

- 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?

Su6/10

DUE: Blog #4

DUE: Analytics Report #3

WK 6

M6/11

- 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

Su6/17

DUE: Blog #5

DUE: Analytics Report #4

WK 7

M6/18

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