

# Advanced Digital Engagement

## CAPE Social Media Certificate Course

### Purpose

A deep dive into best practices, strategic uses and engagement techniques for all digital communication tools, especially blogs and social media networks defined for different organization sizes, types and industries. Emphasis is on engagement practices, varying writing techniques, statistical measurement, analytics and best practice SEO techniques.

### Learning Outcomes

- Research first, think second and then plan digital communication activities
- Understand and employ research techniques to determine digital communication understanding and expectations in most organizations
- \* Define content and write regular blog articles and social media pushes
- Understand and employ content marketing techniques
- Live blog under the stress of covering an actual event in real-time
- \*Understand and employ industry standard SEO techniques
- Understand how to evaluate web and email metrics
- \*Understand measurement metrics and techniques specifically to satisfy organization management needs
- Identify different engagement practices by company and/or industry type
- Understand and identify circumstance-specific messaging tones
- Tailor writing styles and techniques for digital activities in differing circumstances
- \* Write and manage digital posts for best practice SEO achievement
- Produce a brief digital communication plan
- \* Monitor and evaluate digital communication efforts

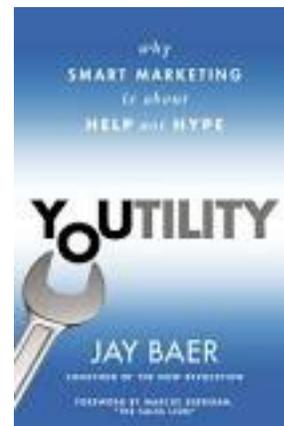
\* - *Employer's top demanded skills and abilities*

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### Class Meets

6-9p, Mondays 5/7-6/18  
SMU Dallas Campus  
Umphrey Lee Center, Rm. 228

### Recommended Text



#### **YOUtility**

by Jay Baer

There is no required text in this class.

### Class Requirements

Students must have functioning LinkedIn, Twitter, Facebook, Google+, Instagram and Pinterest accounts to complete this course. Please email links to each social channel to [srlee@smu.edu](mailto:srlee@smu.edu).

## Required Media Consumption

**Professional communicators must be aware of current events in order to be successful.**

During any class period discussions will occur which include current news, business or industry events. Additionally, quick current events quizzes may occur throughout the term.

- Read free online versions of the BBC (<http://www.bbc.co.uk/news/>), Wall Street Journal (<http://online.wsj.com/>), and Dallas Morning News (<http://dallasnews.com/>) regularly.
- Regularly monitor and watch stories on BBC World video ([http://www.bbc.co.uk/news/video\\_and\\_audio/](http://www.bbc.co.uk/news/video_and_audio/)). Listen to KRLD (1080 AM or <http://dfw.cbslocal.com/station/krlD/>) and National Public Radio (NPR) (KERA 90.1 FM or <http://www.kera.org/radio/>)

Beware and avoid media that have been caught knowingly publishing false news, including Facebook, New York Times, CNN, MSNBC and BuzzFeed.

## Class Participation

*Learning is not a destination, but a journey comprised of many steps over time.* The learnings in this class do not come about all at once but are actually the result of the compound addition of many individual lessons. Class discussion is vital and reveals many important things not found in the books or lectures. **You cannot participate in the class if you are not present**, physically and mentally, and the rest of the class cannot benefit from your knowledge and experience if you are not present and participating. **Student participation in class discussions and following and contributing to tweets tagged #digpro are essential** to what we are learning.

## Severe Weather Policy

Should severe weather occur in the North Texas area and you are unsure whether or not we will have class, watch the local television news or visit the SMU web page ([SMU.edu](http://SMU.edu)). If the university is closed we will not have class, but we may have a Zoom gathering instead. These electronic classes are required attendance just like regular classes.

## Assignments

Completion of ALL assignments is required to receive a certificate. You must publish SEO “green dot” blogs on the assignment dates given, and submit Analytics Reports as directed. You must live blog the in-class event.

Proofread and edit assignments. All assignments must be grammatically correct, using correct spelling of words and proper punctuation (GSP). Misspelled words, incorrect grammar and incorrect punctuation will result in an incomplete and you must publish another blog. You will be alerted if you must rewrite a blog.

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