# Here is the AI planned result

Course Title: COMP 2000: Applied Social Media

Teaching Objectives:

1. Identify and assess appropriate use of social media platforms.

2. Plan and maintain various social media tools.

3. Identify organizational social media needs and goals to construct appropriate messages.

4. Monitor and evaluate an organization's social media presence.

Lesson Planning:

1. Introduction to Social Media

- Define key terms in the realm of social media.

- Discuss past social media platforms.

- Identify current platforms and discuss their functionality and audience.

2. Ethics and Professionalism in Social Media Use

- Recognize the importance of ethics, confidentiality, and professionalism in social media use.

- Demonstrate the legal and ethical issues that arise with social media use.

- Discuss the risks and benefits to an organization from social media use.

3. Planning and Maintaining Social Media Tools

- Discuss the importance of social media policy and its components.

- Identify best practices for social media use.

- Develop and create social media presence in multiple platforms.

- Assess how an organization's communication and marketing needs can be enhanced with social media use.

4. Constructing Appropriate Messages

- Optimize the toolkit of each social media platform to increase the reach of each message.

- Apply audience benefit principles to best engage internal and external stakeholders.

- Employ direct or indirect message patterns as appropriate to the social media communication need.

- Discuss the importance of responding quickly and respectfully to client/customer messages on social media.

- Apply industry-recognized strategies for handling negative messages on social media.

- Recognize the importance of honesty and accuracy in situations requiring crisis communication or heightened sensitivity.

5. Monitoring and Evaluating Social Media Presence

- Prepare a benefits-risk analysis of social media campaigns.

- Discuss the importance of customer support through social media platforms.

- Determine the benefits and risks of viral communication.

- Discuss crisis communication and the most effective methods to contain a crisis.

- Review various performance monitoring methods and mechanisms.

Advice to engage students and enhance the course learning experience:

1. Use real-life examples and case studies related to social media use in the workplace.

2. Incorporate group discussions and activities to encourage student participation and collaboration.

3. Provide hands-on opportunities for students to create and manage social media accounts.

4. Invite guest speakers from organizations with successful social media strategies to share their experiences.

5. Assign projects and assignments that require critical thinking and practical application of social media concepts.

6. Provide regular feedback and guidance to help students improve their skills and understanding.

7. Encourage students to explore new and emerging social media platforms and trends.

8. Provide resources and reading materials for further exploration and self-study.

Teaching Difficulty Level: Beginner-friendly. The course aims to introduce students to the basics of social media use in the workplace, making it suitable for students with minimal prior knowledge or experience in this area. The content and activities should be designed to gradually build students' skills and confidence in using social media platforms effectively for professional purposes.