

Course Syllabus Overview

SOC: Social Media Strategies for Nonprofits

Week 1. Networked Organizations and Understanding the Role of Social Media for Nonprofits

In our first week, we will discuss the concept of the networked organization and discuss its significance for nonprofits today. We will explore how nonprofits are using social media today to engage with their communities.

Week 2. Organizational Readiness for Social Media

In week two, we will discuss the central importance of planning social media strategy, tactics and determine which social media platforms are the best ones with which to start. We will explore the role of a social media manager in a nonprofit organization and identify the range of social media policies that a nonprofit may have in place and be familiar with resource materials that will facilitate the development of social media policies.

Week 3. Facebook, Twitter and YouTube Tools and Tips

In week three, we will examine the popular social networking platforms which enable input from the community, interaction, content-sharing and collaboration.

Week 4. LinkedIn, Instagram, Blogs and Multimedia Practices

We continue our reading, research and discussion of trends in Week 4. We will learn to assess, LinkedIn, Instagram, blogging and multimedia practices to determine their suitability for a given nonprofit organization. Additional topics to explore include: developing content to be used on these platforms, identifying resources to share, and expanding your network and connections.

Week 5. Social Media Strategy, Content Management and Analytics

In our final week, we will discuss the critical importance of creating a social media plan as an advanced marketing strategy and marketing goal. We will discuss the elements of developing a content management system to support these strategies.