

Course Syllabus
SOC: Social Media Strategies for Nonprofits

Week 1. Introduction to Networked Organizations: A New Way of Thinking and Operating

In Week 1 we will discuss the concept of the networked organization and discuss its significance for 21st Century nonprofits. Through reading and discussion, we will explore how nonprofits are using social media today to engage with their communities.

Week 2. Organizational Readiness for Social Media

In Week 2 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. Using Facebook and Twitter

In Week 3 we will explore the evolution to which Web sites enable input from the community, interaction, content-sharing and collaboration. We will discuss the social media platforms, Facebook and Twitter, differentiate their uses, explore why both are important for nonprofit organizations as well as discover how nonprofit organizations are using them to meet specific goals and objectives.

Week 4. YouTube, LinkedIn, Instagram, and Blogging

In Week 4 we will learn to assess YouTube, LinkedIn, Instagram, and blogging 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. The Importance of the Mobile Web for Nonprofits Today

In Week 5 we will discuss the importance of the mobile Web for nonprofits today and will discuss the characteristics of a mobile friendly Web site. We will review the broad range of social media platforms available today and the advantages of using the mobile Web to engage with current and prospective stakeholders.