CARIBBEAN
SCHOOL
OF
DATA

CSOD Course
Social Media and Web Applications

October 27th, 2019

Course: Social Media and Web Applications

Course Description:

Welcome to the Course "Social Media & Web Applications". This is the 3rd course in the Caribbean School of Data (CSOD) INTRODUCTORY program that seeks to empower young adults with the practical skills for today's Digital economy. These courses are designed to address competency profiles in Digital literacy and Data skills that have become essential for the job markets of today and the future. Participants in this course "Social Media & Web Applications", will acquire the essential practical competencies and skills that will equip them to effectively use social media and the world-wide-web for personal and professional activities.

This course is broken down into 4 (four) modules namely:

1. Nuts and Bolts of Social Media

2. Facebook, Instagram and Twitter: From Likes to Tweets

3. Youtube and SEO Web Applications

4. Social Networking Issues: Netiquette, Copyright & Licenses

Purpose of the Course:

Social media is one of the core services of the modern Internet, and understanding how to find, differentiate, and publish content using social media is an essential 21st century skill. This course introduces students to today's primary social media platforms, and ways in which to use these tools effectively, while safeguarding individual safety and privacy. Practical techniques are learned to install, configure and use the primary social media platforms. Students also learn about the benefits and disadvantages of social media, and are introduced to practical tips for gaining employment through social media

Learning Objectives:

1. Explain the concept of social media and understand the benefits and risks associated with using social media tools effectively
2. Install, configure and use today's primary social media platforms: Facebook, Instagram, Twitter and Youtube
3. Effectively use Search Engines and understand basic principles and techniques for search engine Optimization
4. Initeract, share and engage in digital citizenship through web and social media technologies
5. Understand guidelines and take practical steps for protecting your privacy on social media

Target Audience:

The course is targeted to young adults who have reached the end of high school and/or are beginning to engage in tertiary education, and who have none-to-basic starting digital competencies.

Pedagogical Approach:

Course content has been developed to target young adults who have reached the end of high school and/or are beginning to engage in tertiary education, and who have none-to-basic starting digital competencies.

Content design employs the following pedagogical strategies, suitable for adult learners and amenable to online delivery using web/mobile devices:

- **Adult Learners**: allow for student agency and autonomy; being goal-oriented; heavily practical content and; structured to leverage the learner's experience as well as the local community;

- **Retrieval learning**: Short, modular content with built-in quizzes and repetitive learner assessment in line with content;

- **Alignment**: Module Content has been organized in a logical sequence with clear linkages and alignment to explicit learning objectives

- **Mastery learning**: Modules strive for a progressive, self-paced, directed learning path that allows students to achieve incremental mastery of concepts before moving on to the next

- **Enhanced attention and focus**: Incorporates text and graphical components to create rich, interactive and a much more responsive learner experience

- **Self-Reflection**: Modules provide guides that encourage the student to reflect on the learned concepts and cognitively apply them to familiar contexts

Time Required:

Estimated time to complete each module ranges from 45 – 90 minutes. Additional learning resources are provided to enable students to explore more information on the topics covered.

Programme/Course Assessment:

The assessment done at the course level is based on both formative and summative assessments, and includes:

1. Progressive in-course Assessment (i.e. questions built-into modules)

- ~ 5-7 questions per module that help students to test and validate their learning and reinforce the concepts

2. Reflection Questions

- A series of 1 - 2 short answer, open ended questions that encourage the student to reflect on the learned concepts and cognitively apply them to familiar contexts

3. A Quiz administered at the end of each Course

- More traditional summative tests/evaluations which attempt to draw together and integrate a number of elements across the modules in a course

Module Outlines:

Below is a brief description, a list of learning objectives and topics for each module of this course:

Module 1:   Nuts and Bolts of Social Media

Module Description:

Social media is one of the core services of the modern Internet, and understanding how to find, differentiate, and publish content using social media is an essential 21st century skill that can produce results and ideas limited only by one's imagination.

This module, "Nuts and Bolts of Social Media", introduces students to today's primary social media platforms, popular social media terminologies, and ways in which to use these tools effectively, while safeguarding individual safety and privacy.

Learning Outcomes:

By the end of the module students will be able to:

1. Explain the concept of social media

2. Discuss four (4) advantages and disadvantages of social media

3. List at least five (5) social media tool and discuss when to use them

4. Comment upon at least three (3) functionalities from at least 3 social media tools

5. Explain at least (5) social media terminologies

6. Summarize at three (3) issues that must be considered when using social media tools.

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Module Topics:

1. What is Social Media?

2. Benefits of Social Media

3. Disadvantages of Social Media

4. Popular social media platforms

5. Social Lingo

6. Protecting your privacy on social media

7. Jobs within social media

Module 2: Facebook, Instagram and Twitter: From Likes to Tweets

Module Description:

This module, ", Facebook, Instagram and Twitter: From Likes to Tweets", gets practical with the three most common social media platforms. Students will create an account for each app: Facebook, Instagram and Twitter and will demonstrate use of the individual app by displaying their functionalities such as sharing, chatting, liking and tweeting. Emphasis will be placed on having the appropriate account settings, security settings and issues, lockouts and how to handle them when they occur, dealing with media images and videos, protocols to follow, how to like, comment, tweet and so on.

Learning Outcomes:

By the end of the module students will be able to:

1. Install Facebook, Instagram and Twitter mobile apps

2. Sign up for facebook instagram and twitter accoounts from the web.

3. Demonstrate at least five (5) functionalities of each App

4. Determine the appropriate account and security setting for each App

5. Apply the social media functionality for a typical online job task

Module Topics:

1. Introduction and some Basics
2. Getting Started with Facebook
3. Facebook – Privacy Settings and Common Functions
4. Getting Started with Instagram
5. Instagram– Privacy Settings and Common Functions
6. Getting Started with Twitter
7. Twitter – Privacy Settings and Common Functions
8. Integrating your Social Media channels

Module 3:   Youtube and SEO Web Applications

Module Description:

YouTube is the second-largest search engine, behind only Google and can be a powerful search engine marketing tool for companies. Knowledge of Youtube and Search Engine Optimization (SEO) is an important skill for the online Job market. This module "Youtube and SEO Web Applications" helps to enhance students' Youtube and Search Engine Optimisation (SEO) knowledge. Students will be able to both use and publish content and comments, conduct searches, share, track and perform other valuable operations on Yuoutube. Search engine optimisation is explored and its relationship with Youtube.

Learning Outcomes:

By the end of this module students will be able to:

1. Explain the concepts of Search Engine Optimization and Keywords
2. Derive at least four (4) key words for a given product.
3. Install and demonstrate at least (5) functionalities of Youtube
4. Publish content with Youtube
5. Explain the use of Youtube in SEO

Module Topics:

1. Introduction to Youtube and Search Engine Optimization

2. What is Search Engine Optimization - SEO?

3. Keywords and SEO

4. Getting Started with Youtube - Watching Videos

5. Using Youtube as a Social Media Platform

6. Publishing content with Youtube

7. Using Youtube for SEO

8. SEO and Online Jobs opportunities

Module 4: Social Networking Issues: Netiquette, Copyright & Licenses

Module Description:

In the same way that established rules and norms govern our social behaviours, social media has become such an important and dominant aspect of our online presence, that It is important to be familiar with and understand the best practices concerning online behaviour that are required to be good digital citizen. This module "Social Networking Issues: Netiquette, Copyright & Licenses " addresses three key aspects of social media behaviour: netiquette, copyright and licenses, and highlights the characteristics of being a good digital citizen.

Learning Outcomes:

By the end of this module students will be able to:

1. Explain the core principles of Ethics and Etiquette in online behaviour

2. Discuss five (5) best practice behaviors expected in online social communities

3. Explain the concepts of copyright and licenses

4. Discuss characteristics of being a good digital citizen

Module Topics:

1. Social Media Behaviours – Ethics & Etiquette

2. Social Media Netiquette

3. Copyright & Licences

4. Good Digital Citizenship

Conclusion:

This course consists of 4 modules which, when done successfully, ensures the young adult learners are equipped with the practical knowledge and skills for today's Digital economy. Students will acquire a range of practical skills to be able to install, configure and use today's primary social media platforms: Facebook, Instagram, Twitter and Youtube. They will also learn how to effectively use Search Engines and to understand the basic principles and techniques for search engine optimization.