

LLC Syllabus

Tweet, Pray, Love: Introduction to Social Media

Summer 2017

When? Thursdays, 1:00-3:00 pm at Temple Beth-El
July 6-August 10

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Course Description This course will provide an overall introduction to key social media tools, including relationship networks (Facebook, Twitter, Linked-In), social messaging apps (Messenger, What's App, Intstagram), photo and video sharing sites (Instagram, YouTube), curated content (Pinterest), online review sites (Yelp, TripAdvisor), blogs (Blogger, WordPress), interest-based communities (Goodreads, Meetup), and retail sites (etsy, Amazon).

Readings There are no formal readings for this class. The coordinator may distribute a few articles for reading and discussion.

Format The coordinator will demonstrate, and explain how to use, various social media sites in class. You **will not** be using computers or mobile devices in class; instead, "homework" assignments will allow you to practice at your leisure at home, and then report back the following week in class. There will be no class presentations, but you will be invited to briefly demonstrate, or just talk about, social media sites you like or use.

NOTE: You must have (at home) a computer or mobile device connected to the Internet, know how to use it, and be able to access various Internet sites and/or download apps to your mobile devices.

Format (cont.)

In addition, we'll spend a few minutes at the beginning of each class where you may wish to share something you've read or observed during the week—there are news and feature articles about social media appearing in the popular press on a regular basis. You may also use this time to raise a question or issue about social media that we have not addressed in class.

Syllabus and Class Outline

The syllabus which follows is very loosely designed. The interests of class members may cause us to vary the weeks or sequence of the material, and additional topics (or websites or apps) may be introduced. However, all material presented in the following outline will be covered at some point!

| Class | Date | Topic | Notes |
|-------|---------|---|-------|
| 1 | July 6 | Introduction of class members (Why did you select this class? What do you know about the topic?) Introduction to class TOPIC: Demonstration of most popular social media apps | |
| 2 | July 13 | GUEST SPEAKER: Social media and the news business TOPIC: Focus on Facebook | |
| 3 | July 20 | FOLLOWUP: Facebook TOPIC: Focus on Twitter; brief discussion of Linked-In | |
| 4 | July 27 | FOLLOWUP: Twitter TOPIC: Focus on Pinterest DISCUSSION: Fact checking and fake news | |
| 5 | Aug. 3 | FOLLOWUP: Pinterest TOPIC: Goodreads | |
| 6 | Aug. 10 | FOLLOWUP: Goodreads TOPIC: Review sites (Yelp, UrbanSpoon, TripAdvisor) DISCUSSION: Summary and learning | |