

SOCIAL MEDIA & PR STRATEGIES

DEMETRIO P. CARDONA-MAGUIGAD

WELCOME STUDENTS

Take a Quick Survey

DEFINING COLLECTIVE TERMINOLOGY

Social Media

Public Relations

Strategies

EXPECTATIONS

- **Instructor Expectations**
- **Required Resources and Reading**
- **Midterm and Final Projects**
- **Student Blog and Other Assignments**
- **Q & A**
- **Student Expectations**

CLASSROOM & LEARNING POLICY

Define as a group what our expectations are for the class, what are rules, policies and guidelines to follow and identify the best learning environment for the semester.

Control

Somewhat Control

Absolutely No Control

CLASS BLOG

<http://groundswellstrategies.wordpress.com/>

— groundswell strategies

Social Media & PR Strategies Course at Columbia College CHicago

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Welcome Students

September 2, 2013

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Welcome to Social Media & PR Strategies Fall 2013

Semester begins Tuesday, September 3, 2013.

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MID-TERM PROJECT

- **Proposed Clients**
- **Client Approval & Sign-off**
- **Client Social Media Audit & Research Outline**
- **Mid-term Paper & Presentation**

DUE NEXT WEEK

- **Create Wordpress Blog**
 - Title of Blog needs to include your first name initial and full last name
 - After creating your blog, follow the class blog at <http://groundswellstrategies.wordpress.com/>
 - Create an about me page that includes a professional profile photo and brief bio
- **Submit Three Proposed Potential Clients**
 - Should be a small “mom & pop” shop
 - Must demonstrate a “need”
 - Must be accessible