

**Arkansas Department of Career Education
 Social Media and Communications Model Framework**

Course Title	Social Media and Communications
Career Pathway	Web Design and Digital Communications
Career Cluster	Information Technology Cluster
Course Number	492760
CIP Number	09.0100
Grade Level	9-12
Course Credit	1
Course Type	Elective
End of Course	Not Required
Standards Alignment	Common Career Technical Core Standards
Teacher Certification	031, 032, 040, 222, 225, 250
CTSO	FBLA/DECA
Facility Requirements	http://arkansasfacilities.arkansas.gov/facilities/arkansas-school-facilities-manual-updated
Industry Certifications	Microsoft Office Specialist; Microsoft Technology Associate, National Retail Federation Customer Service Certification, Social Media Marketing Certification
Prerequisites	Computerized Business Applications (492120), Computer Applications I (492490) and Computer Applications II (492500), or Technology Design Applications (460100).
Industry/Post-Secondary Partners	Kim Lane, <i>Innovation Hub</i> ; Barry Spence, <i>Knockout Graphics</i> ; Dr. Linda Bean, <i>Arkansas Tech University</i> ; Dr. Robert Mitchell, <i>University of Arkansas at Little Rock</i> ; Dr. Karen Leonard, <i>University of Arkansas at Little Rock</i> ; Elizabeth Small, <i>PDC Companies</i> ; Tyler Tarver, <i>Tarver Academy</i> ; Holly Hall, <i>Arkansas State University, Jonesboro</i> ; Dr. Manu Bhandari, <i>Arkansas State University, Jonesboro</i> ; Clay Mosely, <i>Rock City Digital</i>
Contributing Teachers	Dr. Kelley Todd, <i>Fort Smith Southside High School</i> ; Pam Bell, <i>Cossatot River High School</i> ; Annette Hunnicutt, <i>Lakeside High School-Chicot County</i> ; Kelly Haynes, <i>Star City High School</i> ; Molly Lindsey, <i>Mena High School</i>

Purpose

The purpose of the Social Media and Communications course is to prepare students with appropriate communication, technology, and employability skills for an entry-level position in the technology communication field and careers which employ these skills (sales, management, customer service, etc.).

Course Description

This is a two-semester project-based course that enhances technology skills, job search and employability skills along with communication skills. Students will create an online electronic career portfolio focused on an individual career path, create social media and viral marketing campaigns, participate in video conferencing, cloud-based collaboration, and learn and practice other workplace related communication technologies and channels. Students will apply verbal and nonverbal communication skills related to both spoken and written communications; technology will be used to enhance these skills. Productivity programs and apps will be used to teach time management, organization and collaboration skills, cloud storage and computing. Students will also create career-related documents according to professional layout and design principles, and will also learn the photo and video editing skills needed to create promotional and informational business communications and viral marketing campaigns.

Course Standards

Social Media and Communications Objectives and Indicators
Standard 1.0

Determine and discuss the value of professionalism and involvement in professional, academic, and leadership activities.

Performance Indicator 1.1 Practice the importance of time management, fulfilling commitments, and keeping appointments.		National/ Industry Standards	Career Ready Practice
1.1.1	Demonstrate the ability to manage time effectively and keep scheduled appointments	BM-ADM2 BM-ADM3 MK-MER2 MK-MER3	CRP1
1.1.2	Demonstrate the ability to fulfill commitments such as completing assignments on time and accurately while meeting deadlines.	BM-ADM2 BM-ADM3 IT-SUP09 MK-MER2 MK-MER3	CRP2 CRP9
Performance Indicator 1.2 Demonstrate work ethic skills and qualities.		National/ Industry Standards	Career Ready Practice
1.2.1	Learn, understand and apply appropriate workplace expectations and behaviors.	BM2 BM-ADM3 FN 08	CRP1 CRP2 CRP9 CRP12
1.2.2	Model and evaluate behaviors that demonstrate appropriate work ethic skills such as integrity, sense of responsibility, emphasis on quality, discipline, and sense of teamwork.		
1.2.3	Demonstrate and assess professional conduct, in a variety of workplace situations, including appropriate dress and appearance, attendance, punctuality, language and etiquette.		
1.2.4	Participate in quarterly work skills evaluations (Evaluations should be similar to employee performance reviews used in the workplace.)		
Performance indicator 1.3 Create employment documents.		National/ Industry Standards	Career Ready Practice
1.3.1	Create and print (hard copy or digital) documents to aid in obtaining employment such as online resumes, applications, and cover letters.	BM3 HT-RFB 09	CRP2 CRP4 CRP10

1.3.2	Develop documents for post-interview such as thank you and follow-up letters.	BM3 MK 05 HT-RFB 09	CRP2 CRP4 CRP11
1.3.3	Utilize appropriate software and/or apps (such as Adobe Reader/Preview/DocHub) to fill in and sign 'digital forms.	BM-BIM3 BM-ADM2 MK-COM3	
Performance Indicator 1.4 Recognize and discuss the academic and professional benefits of participating in a CTSO and professional organizations.		National/ Industry Standards	Career Ready Practice
1.4.1	Research the Career and Technical Student Organizations (CTSO) and draw connections between participation and success. Identify and discuss successful professionals and their involvement in either FBLA or DECA.	MK 05	CRP1 CRP3 CRP8 CRP9 CRP10
1.4.2	Discuss and evaluate CTSO activities which reinforce and connect real-world application to the curriculum taught in the classroom.		
1.4.3	Research CTSO competitive events and identify sources to help prepare for success in competitive events.		
1.4.4	Understand the importance of professional dress. Evaluate appropriate dress for different occupations and careers.		
1.4.5	Research professional organizations for marketing related careers and discuss the importance of membership and participation in professional organizations for career development and growth.		
Standard 2.0 Understand effective communication skills and demonstrate the ability to use various types of communication in appropriate situations.			
Performance Indicator 2.1 Demonstrate appropriate and effective use of nonverbal, verbal, and written communication skills for a variety of audiences and purposes.		National/ Industry Standards	Career Ready Practice
2.1.1	Use informational texts, websites, apps, and/or technical materials to understand and create effective and ineffective nonverbal, verbal, and written communications.	BM-HR2 IT 03 IT-SUP 01	CRP2 CRP4 CRP11

2.1.2	Review and create various forms of communications for appropriate audiences and purposes, such as when to use a letter or phone call rather than an email, etc.	BM-HR2 IT-SUP 09	
2.1.3	Understand and apply copyright rules regarding fair use, citing sources or ownership, and other legal considerations when communicating via verbal, nonverbal, and through written documents or online.	MK 09	CRP2
2.1.4	Understand, discuss, and apply ethical considerations when posting or sharing information via social media and other verbal and written communications. Ex. Privacy, photo sharing, press release consent, and consent to share an image owned by someone else or photo of someone else.	MK-COM 1 MK-COM 2 MK-COM 3	CRP4 CRP6 CRP11
2.1.5	Understand and discuss the legal and ethical considerations in creating memes and other media with images owned by other entities or with controversial messages. Understand when it is legal to reuse or alter images found online.	MK-COM 5 BM-ADM 2	
Performance Indicator 2.2 Utilize research to understand markets in order to create effective communications and social media posts.		National/ Industry Standards	Career Ready Practice
2.2.1	Utilize a variety of research methods to identify and understand target markets.		
2.2.2	Understand ways to identify target markets (e.g., demographics, psychographics, geographics, etc.)	MK 09 MK 10	CRP2 CRP4
2.2.3	Understand, discuss, and explain characteristics, needs, and behaviors of identified target markets.	MK-COM 3 MK-COM 5	CRP6 CRP11
2.2.4	Utilizing information gained from research, create social media posts that will effectively engage members of identified target markets.	MK-MGT 6	
Performance Indicator 2.3 Compare and contrast proper and improper uses of email, phones, video conferencing, and social media.		National/ Industry Standards	Career Ready Practice
2.3.1	Use informational texts, websites, and/or technical materials to differentiate between effective and ineffective uses of email, phones, video conferencing, and social media.	MK-COM 1 MK-COM 2 MK-COM 3	CRP2 CRP4 CRP6
2.3.2	Review and create various forms of communication for appropriate audiences and purposes such as what is appropriate to include in an employment or professional email, phone call, or social media presence.	MK-COM 5 BM-ADM 2	CRP6 CRP11

2.3.3	Participate in video conferencing experiences for educational and business purposes. (Skype, Google Hangouts, Zoom etc.)	IT 01 IT-WD04 IT-WD05 MK 09 MK-COM 1 MK-COM 2 MK-COM 3 MK-COM 5 BM-ADM 2 FN 04 FN 05 HT-REC 09	
2.3.4	Employ collaboration strategies such as screen sharing and document collaboration during conferencing for educational and business purposes.		CRP2 CRP4 CRP6 CRP11
Performance Indicator 2.4 Write effective electronic communications for a variety of business purposes.		National/ Industry Standards	Career Ready Practice
2.4.1	Create effective electronic communications and social media posts to inform or persuade	IT01 IT-WD04	CRP4 CRP6
2.4.2	Create effective social media posts and other electronic communications campaigns to pitch an idea or build customer relations.	IT-WD05 MK-COM 5	CRP11
Performance Indicator 2.5 Demonstrate verbal communication skills to a variety of audiences for a variety of business purposes.		National/ Industry Standards	Career Ready Practice
2.5.1	Use informational texts, websites, and/or technical materials to compare and contrast effective and ineffective verbal communication skills for a variety of audiences for a variety of purposes.	IT01 IT-WD04 IT-WD05 MK 09 HT-TT 11 HT-TT 12 BM 4 BM-ADM 2 BM-BIM 3 BM-MGT 2 MK-RES 2 MK-COM 5 HT-RFB 10	CRP4 CRP11
2.5.2	Review various forms of verbal communications for appropriate audiences and purposes, such as what is appropriate to include in an employment or professional email, phone call, or social media presence.		
2.5.3	Practice various forms of verbal communications for appropriate target markets and purposes. Apply these skills to videos that will be used for social media posts.		

Standard 3.0			
Create and design an online electronic career portfolio.			
Performance Indicator 3.1 Develop and maintain a website (digital portfolio) using an online website builder (e.g. Wix, Weebly, LinkedIn).		National/ Industry Standards	Career Ready Practice
3.1.1	Incorporate digital resume in online portfolio. Resume should display evidence of professional, career related, and leadership experiences; outline any special certifications or training' share overview of academic success; and outline community service.	BM3 BM-BIM3 MK 05	CRP2 CRP4 CRP10
3.1.2	Complete a career interest inventory and relate results to chosen career field. Analyze compatibility for the chosen career field based on inventory outcomes.		CRP2 CRP4 CRP7 CRP10
3.1.3	Research a career and summarize findings. Construct a career research summary and attach to online career portfolio. Career research should be targeted to a specific career. Career should be clearly identified and include skills and education needed, money/salary and outlook for the career, and evidence of research.		
3.1.4	Illustrate career related education such as school activities, career research projects, and application of business education and/or related occupational skills and their relationships to the job by including samples.	BM3 BM-BIM3 MK 05	CRP2 CRP4 CRP10
3.1.5	Illustrate educational enhancement such as career opportunities, evidence of career development planning, and summarize any job shadowing, internships, informational interviews, or community service projects.		
3.1.6	Illustrate special skills by including examples of special skills and/or abilities related to job and career goals.		
Performance Indicator 3.2 Define, discuss, and analyze an appropriate social media presence for personal, academic, and professional use.		National/ Industry Standards	Career Ready Practice
3.2.1	Use online resources to analyze appropriate and inappropriate social media presences for personal, academic, and professional use.	MK COM-5	CRP4 CRP7 CRP11
3.2.2	Analyze one's own personal social media presence and compare and contrast its content according to the research and knowledge gained regarding appropriate and inappropriate social media presences.		
Performance Indicator 3.3 Evaluate the impact of one's social media presence on each area of his life: personal, academic, professional.		National/ Industry Standards	Career Ready Practice
3.3.1	Research how prospective employers view one's social media presence.	MK COM-5	CRP2 CRP4 CRP9 CRP10
3.3.2	Interpret and summarize the impact of personal social media on career opportunities.		
3.3.3	Demonstrate through simulation appropriate uses of social media and provide examples of inappropriate uses of social media for the purposes of education and career-seeking.		

Performance Indicator 3.4 Explain the personal benefits and dangers of social media in one's search for a career.		National/ Industry Standards	Career Ready Practice
3.4.1	Review and summarize ways an appropriate online presence can contribute to a successful career search.	MK COM-5	CRP4 CRP9 CRP11
3.4.2	Analyze and predict how inappropriate content can damage one's career search.		
Standard 4.0 Identify and assess all areas of productivity in social media.			
Performance Indicator 4.1 Examine and demonstrate different types of productivity apps for various platforms and apply business and professional uses of smart mobile devices.		National/ Industry Standards	Career Ready Practice
4.1.1	Assess and apply appropriate uses of smart mobile devices and tablets for academic, business, and professional purposes.	BM-ADM2 BM-HR4	CRP2 CRP6 CRP7 CRP10
4.1.2	Assess and choose one or more appropriate productivity apps.(such as apps for note taking, calendars, setting appointments, reminders, tasks/to-do lists, time management, presentations, collaboration, cloud storage, budgeting apps, spreadsheets, word processing)		
4.1.3	Defend selection of the chosen productivity apps for multiple platforms, such as Mac, Windows, Android, etc.		
4.1.4	Use productivity apps for time management, cloud storage, multimedia presentations, and collaborations.		
Performance Indicator 4.2 Create and manage online forms and surveys and analyze, filter, and sort results for decision-making purposes.		National/ Industry Standards	Career Ready Practice
4.2.1	Utilize at least two different online tools (such as SurveyMonkey, Google Forms, Doodle, etc.) to create and manage online forms and surveys.	BM-BIM3 IT PROG-9	CRP2 CRP6 CRP7 CRP10 CRP11
4.2.2	Analyze, filter, and sort results from forms to inform decision-making choices.		
4.2.3	Generate QR codes and develop a plan for their use in marketing and communication.		

Performance Indicator 4.3 Demonstrate publication design skills and apply them to a variety of business situations.		National/ Industry Standards	Career Ready Practice
4.3.1	Learn and apply page layout concepts to design a variety of business and career-related documents.	IT 02 IT-SUP 09	
4.3.2	Use page layout software to design and create employment documents such as business cards, logos, newsletters, personal letterhead, and marketing related documents such as surveys, flyers, event tickets, coupons, production posters to track productivity in an industrial workplace setting, etc.	IT-WD01 IT-WD03 IT-WD04 IT-WD05 IT-WD0	CRP2 CRP6 CRP10
Performance Indicator 4.4 Demonstrate photo and video editing skills and apply them to a variety of business situations.		National/ Industry Standards	Career Ready Practice
4.4.1	Demonstrate understanding of photo and video editing concepts and how they relate to conveying a particular message/brand image. (For example: how color affects mood and message, how fast or slow transitions and camera angles affect the tone of the message and the emotions of the viewer, choosing appropriate editing techniques to match the goal of the document, image, or video.)	IT-SUP03 IT-WD 04 IT-WD05 IT-WD06	CRP2 CRP6 CRP10
4.4.2	Use photo editing software to modify photos related to employment such as those that might be Used in business cards, logos, newsletters, personal letterhead or in social media campaigns.		
4.4.3	Explore video editing software to create and modify videos related to demonstrating employability skills such as those that might be incorporated into online electronic career portfolios, social media marketing campaigns, employee training modules such as OSHA required training, etc.		
Standard 5.0 Determine and research the various forms of social media and their proper uses for business and careers.			
Performance Indicator 5.1 Assess and critique existing social media marketing.		National/ Industry Standards	Career Ready Practice
5.1.1	Define branding and explain the importance of creating an on-line brand.		
5.1.2	Explore and apply steps necessary to create a desired on-line brand.	MK COM-5	CRP2 CRP6 CRP10
5.1.3	Identify what a social media campaign is.		
5.1.4	Critique various existing social media campaigns for effectiveness and relativity to the purpose.		
5.1.5	Identify capabilities of social media platforms (personal pages, groups, business pages, events, etc.).	MK COM-5	CRP2

5.1.6	Explore geofilters and how they are used in social media marketing and promotion.		CRP6 CRP10
5.1.7	Explore applications of virtual reality for business purposes.		
Performance Indicator 5.2 Identify, explore, and explain the various avenues for social media marketing campaign.		National/ Industry Standards	
5.2.1	Review various social media avenues such as video streaming, Podcasting, blogging, chat rooms, discussion boards, forums, Facebook, Twitter, LinkedIn, Picasa, Vimeo, iTunes, Pinterest, Instagram, YouTube, Google+, Google Hangouts, Snapchat presentation and idea sharing, email marketing platforms for ways to enhance one's online presence for purposes of obtaining a career of choice.	MK COM-5	CRP1 CRP2 CRP5 CRP7 CRP9 CRP10 CRP11
5.2.2	Assess and choose one or more appropriate tools to be used for one's social media campaign (such as Adobe Spark, Twitter, Instagram, Facebook, YouTube, Snapchat, website, apps, etc.)		
5.2.3	Defend selection of the social media tools to be used in campaign.		
Performance Indicator 5.3 Develop a social media campaign.		National/ Industry Standards	Career Ready Practice
5.3.1	Create an aesthetically appealing campaign that includes a clear message and is consistent across all platforms, shows creativity and originality, supports the purpose, and highlights interactivity and engagement, using services such as HootSuite, MeetEdgar, or similar.	MK COM-5	CRP2 CRP6 CRP10
5.3.2	Assess and adjust campaign as necessary to ensure the product/service message is clear, the Theme is fully and effectively developed, creative design is used, and the implementation and distribution processes are appropriate. Also, ensure the benefits match the customer and prospect needs and copyright information is noted if applicable.		