

# Career & Technical Education | Arts & Communication

## Social Media Communications

**Subject Code: 340350**

### Outcome & Competency Descriptions

#### Course Description:

In this course, students will learn concepts and principles used in social media communications. Students will learn data-driven marketing and communications strategies and how to apply them to various forms of social media. Students will discuss social, historical, ethical, and economic dimensions of social media.

#### Strand 1. Business Operations / 21st Century Skills

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager, and employee role to the leadership, planning, developing, and analyzing of business enterprises related to the career field.

#### Outcome: 1.3. Business Ethics and Law

Analyze how professional, ethical, and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

#### Competencies

- 1.3.1. Analyze how regulatory compliance affects business operations and organizational performance.
- 1.3.2. Follow protocols and practices necessary to maintain a clean, safe, and healthy work environment.
- 1.3.3. Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).
- 1.3.4. Identify how federal and state consumer protection laws affect products and services.
- 1.3.6. Identify deceptive practices (e.g., bait and switch, identity theft, unlawful door-to-door sales, deceptive service estimates, fraudulent misrepresentations) and their overall impact on organizational performance.
- 1.3.7. Identify the labor laws that affect employment and the consequences of noncompliance for both employee and employer (e.g., harassment, labor, employment, employment interview, testing, minor labor laws, Americans with Disabilities Act, Fair Labor Standards Acts, Equal Employment Opportunity Commission [EEOC]).
- 1.3.8. Verify compliance with computer and intellectual property laws and regulations.
- 1.3.9. Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational, and professional ethical standards.

**Outcome: 1.10. Sales and Marketing**

Manage pricing, place, promotion, packaging, positioning, and public relations to improve quality customer service.

**Competencies**

- 1.10.1. Identify how the roles of sales, advertising, and public relations contribute to a company's brand.
- 1.10.2. Determine the customer's needs and identify solutions.
- 1.10.4. Identify the company policies and procedures for initiating product and service improvements.
- 1.10.5. Monitor customer expectations and determine product/services satisfaction by using measurement tools.
- 1.10.7. Describe the importance and diversity of distribution channels (i.e., direct, indirect) to sell a product.
- 1.10.8. Use promotional techniques to maximize sales revenues (e.g., advertising, sales promotions, publicity, public relations).
- 1.10.9. Describe how product mix (e.g., product line, product items) maximize sales revenues, market, share, and profit margin.

**Outcome: 1.12. Cyber Hygiene**

Apply digital information security principles to keep information secure.

**Competencies**

- 1.12.1. Identify the purpose and practices of Cyber Hygiene.
- 1.12.2. Differentiate between appropriate and inappropriate information.
- 1.12.3. Interpret security policies through job specific training and training updates.
- 1.12.4. Apply secure password behavior.
- 1.12.5. Apply physical and virtual situational awareness (e.g., clean desk policies, shoulder surfing, social engineering, tailgating).

## **Strand 2.**

### **Design**

Learners apply the elements and principles of design and compositional techniques to create works of art and visual layouts for both tactile and digital art forms.

#### **Outcome: 2.1.**

#### **Arts Elements and Design Principles**

Analyze works of art for the art elements and the design principles needed to create professional products.

#### **Competencies**

- 2.1.1. Describe art elements of line, value, color, shape, space, form, and texture in various media that are used individually or in combination.
- 2.1.2. Identify specific characteristics (i.e., positive and negative, organic, geometric, quality, weight, direction, variety, unity, balance, symmetry) of art elements that communicate and express ideas.
- 2.1.3. Determine how and when to apply the principles of design, including unity, variety, balance, movement, emphasis, visual hierarchy, and proportion/scale to communicate ideas.
- 2.1.4. Identify, compare, and contrast unity and variety within a design (e.g., formal/symmetrical, informal/asymmetrical, and radial balance).
- 2.1.6. Interpret emphasis through contrast, isolation, size, and placement.
- 2.1.7. Identify visual hierarchy used to establish dominance.
- 2.1.8. Recognize the use of proportion/scale.

#### **Outcome: 2.2.**

#### **Color Theory**

Assess the use of color for commercial design.

#### **Competencies**

- 2.2.6. Replicate color across multiple media accommodating how color changes from the monitor to the final product (e.g., coated and uncoated papers, metallic, color-calibrated monitors).
- 2.2.8. Compare and contrast choices using the psychology of color.
- 2.2.9. Critique the use of color schemes (e.g., primary, secondary, tertiary, analogous, complementary, triads, monochromatic) in various media.

**Outcome: 2.4. Visual Layouts**

Create layouts for pre-production and analyze the communicative effects on the commercial product.

**Competencies**

- 2.4.1. Create thumbnail and rough sketches.
- 2.4.2. Apply the proper color profile for the final output.
- 2.4.6. Apply the components of a comprehensive layout (e.g., color scheme, font, white space, text graphics, frames, headings) according to an overall theme for the product.
- 2.4.7. Determine composition, formal qualities, scale, and use of space.
- 2.4.8. Apply compositional techniques, including rule of thirds, use of a grid system, 180-degree rule, framing, fill frame, pyramid, strong center of interest, and aspect ratio.
- 2.4.9. Create visual continuity among a variety of products.
- 2.4.10. Determine how the technical characteristics of the print medium affect content and style.
- 2.4.12. Evaluate the product in terms of the message or meaning for the targeted audience.

**Outcome: 2.6. UX/UI Design**

Develop basic skills and knowledge of the UX/UI (User Experience/User Interface) design process.

**Competencies**

- 2.6.2. Conduct and analyze research (focus testing, beta testing) with the end user in mind.
- 2.6.5. Conduct and analyze competition research.
- 2.6.12. Describe how attention, memory, perception, conditioning, and learning define the user experience and affects their actions.

### **Strand 3. Written Content Creation**

Learners apply content creation knowledge and skills to use the intended message for entertainment, journalism, or marketing purposes.

#### **Outcome 3.1. Career-Based Writing**

Develop basic skills and knowledge related to fact-, entertainment-, and marketing-based copy.

##### **Competencies**

- 3.1.1. Analyze writing content and styles of fact-, entertainment-, and marketing-based models.
- 3.1.2. Compare and contrast fiction and nonfiction.
- 3.1.3. Assess and determine the platform for delivery (e.g., video, audio, print, digital, and social media).
- 3.1.4. Compare and contrast vocabulary, transition words, diction, grammar, spelling, syntax, word choice, and sentence structure within writing models.
- 3.1.5. Create and copy that emphasizes the central theme through supporting ideas or facts.
- 3.1.6. Adapt writing for the literacy level of the audience, including the use of readability software.
- 3.1.7. Critique timeliness, effect, and proximity characteristics of copy.
- 3.1.8. Meet organization-sensitive requirements such as tone, approach, and word count while following style guide parameters.
- 3.1.9. Adapt the format (e.g., web, column) and body style (e.g., inverted-pyramid, hourglass, narrative) based on technical requirements and the purpose for writing.
- 3.1.10. Select visual imagery to support or enhance copy.
- 3.1.11. Review, re-write, and edit to prepare the final copy for client and artistic approval.
- 3.1.12. Critique the impact of your writing and incorporate editor feedback in a revision.

#### **Outcome 3.2. Entertainment-based Writing**

Produce copies for products designed for amusement and enjoyment.

##### **Competencies**

- 3.2.1. Compare and contrast entertainment-based models of content created for print, electronic, audio, video, digital, live performance, speech, and audio-visual genres.
- 3.2.5. Create copy with appropriate tone, content, emotion, and psychology for the speaker or performer.
- 3.2.8. Create fiction and non-fiction scripts for various media.
- 3.2.9. Develop provocative and persuasive audio essays.

- 3.2.10. Determine how the script dictates various elements including setting, music, and blocking.
- 3.2.11. Identify different features of scripts (e.g., setting, dialogue, plot, characters).

### **Outcome: 3.3. Fact-Based Writing**

Write concise and focused copy for journalism.

#### **Competencies**

- 3.3.1. Determine what information is newsworthy.
- 3.3.2. Write stories in basic news style using the inverted pyramid to identify who, what, when, where, why, and how.
- 3.3.3. Identify positions from research and resources while remaining objective.
- 3.3.4. Compare and contrast objective and subjective fact-based text.
- 3.3.5. Seek, consider, and synthesize primary, secondary, quantitative, and qualitative research.
- 3.3.6. Conduct primary source interviews using face-to-face and electronic programming.
- 3.3.7. Follow protocol for off-the-record information.
- 3.3.8. Design a story lead based on purpose and audience.
- 3.3.9. Create informational text for multiple purposes, including editorial, press releases, biographies, narratives, public service announcements, and social media.
- 3.3.10. Apply direct, indirect, and partial quotes.
- 3.3.11. Create content format, length, and flow based on purpose, audience, and channel.
- 3.3.12. Create specialized stories.
- 3.3.13. Engage symmetrical and asymmetrical strategies in the creation and revision of content.
- 3.3.14. Illustrate the value of a project through a media pitch.
- 3.3.15. Identify the time-sensitive elements of content.

### **Outcome: 3.4. Market-Based Writing**

Write concise, creative, memorable, sellable copy for advertising, public relations, and proposals.

#### **Competencies**

- 3.4.1. Research and analyze trends and local markets for opportunities.
- 3.4.2. Determine the wants and needs of the target audience.
- 3.4.3. Communicate brand image and product value.
- 3.4.4. Create subjective text to market products through various information channels to reach target audiences with compelling brand messages.
- 3.4.5. Synthesize ideas for primary and secondary messages.
- 3.4.6. Apply the product, price, promotion, and placement components of marketing.
- 3.4.7. Implement the voice of the customer in branding.
- 3.4.8. Create and revise messages for word-of-mouth, advertising, digital platforms, and social media channels.
- 3.4.9. Evaluate advertising to measure quantifiable achievement of goals and objectives, including analytics, where applicable.
- 3.4.10. Apply channels of direct mail, online, email, web, and social media strategies.

### **Outcome: 3.5. Social Media**

Develop content for social media.

#### **Competencies**

- 3.5.1. Describe the similarities and differences between social media platforms.
- 3.5.2. Describe the evolution of social media.
- 3.5.3. Compare the use of social media for business vs. personal use.
- 3.5.4. Understand social trends and cultural perspectives and how they manifest on social media.
- 3.5.5. Create content tailored to a specific social media platform.
- 3.5.6. Describe how online communities form and are shaped by social media platforms.
- 3.5.7. Perform a social media audit.
- 3.5.8. Analyze the results of a social media audit and create an improvement strategy.
- 3.5.9. Analyze engagement metrics (e.g. follower count, posting frequency, referral traffic).
- 3.5.10. Develop a social media engagement strategy.
- 3.5.11. Develop, generate, and share content for a social media marketing campaign.
- 3.5.12. Describe how organizations use social games to meet branding objectives (i.e. product placement).
- 3.5.13. Describe the role of social media metrics and explain how to calculate your social media return on investment (e.g. paid vs. organic posts, influencers).

### **Outcome: 4.5. Photography**

Capture and edit still images for commercial purposes.

#### **Competencies**

- 4.5.1. Analyze the capabilities of different image capturing devices.
- 4.5.9. Modify images through sizing, cropping, and output resolution.
- 4.5.11. Enhance an image with tone, contrast, filters, composites, and sharpening techniques.

### **Outcome: 4.6. Videography**

Shoot video for professional and archival purposes.

#### **Competencies**

- 4.6.3. Achieve proper exposure and depth of field using gain, white balance, focus, focal length, audio controls, bars, and tone.
- 4.6.4. Select file format, frame rate, and resolution.
- 4.6.5. Frame shots for proper composition, including: extreme long, long, medium, close-up, extreme closeup, two-shot, over-the-shoulder, head room, nose room, and lead room.
- 4.6.7. Create steady shots and smooth camera movements using handheld techniques, tripods, and other stabilizing equipment.
- 4.6.8. Create slow and fast motion effects by adjusting shutter speeds and frame rates.
- 4.6.9. Log video during shooting.



## **Outcome: 6.1. Content Management**

Import, store, export, and manage digital assets.

### **Competencies**

- 6.1.3. Select an application according to its capabilities in meeting the purpose and budget.
- 6.1.4. Import media into the selected application.
- 6.1.5. Identify the hardware capabilities of various devices and how processor speed, Random Access Memory (RAM), monitor resolution, and media storage affect the development and use of digital projects.
- 6.1.6. Convert file formats for use in editing software and other applications.
- 6.1.7. Export media in the appropriate format for delivery.
- 6.1.8. Manage and archive digital assets through organizational techniques (e.g., metadata, keywords, file/folder structure, name conventions).