



SOCIAL MEDIA FOR EDITORS 101

Instructor: Susan K. Stewart

OUTLINE

Lesson 1: What Is Social Media?

- Short History
- Types

Lesson 2: The Biggies

- Social Networking
- Microblogging
- Photo Sharing
- Video Sharing

Lesson 3: Lesser Known

- Goodreads
- LinkedIn
- SlideShare
- Zoom
- Email

Lesson 4: Getting Started

- Setting Up Accounts
- Engaging
- Being Real

Lesson 5: Helping Our Clients

- Editing Social Media Posts
- Ideas for Posts
- Writing Copy

Lesson 6: Sharing Your Business

- Facebook
- Instagram
- Pinterest
- Twitter

- YouTube