



## **SOCIAL MEDIA FOR EDITORS**

**Instructor: Susan K. Stewart**

### **Course Outline**

#### **Lesson 1: What Is Social Media?**

- Short History
- Types
  - Social Networking
  - Microblogging
  - Photo Sharing
  - Video Sharing
- Social Media Language

#### **Lesson 2: Social Networking**

- Social Networking
- Microblogging
- Photo Sharing
- Video Sharing
- Video Conferencing

#### **Lesson 3: Lesser Known**

- Goodreads
- LinkedIn
- SlideShare
- Email Newsletters
- Gone But Not Forgotten

#### **Lesson 4: Getting Started**

- Setting Up accounts
- Engaging
- Be Real

## Lesson 5: Sharing Your Business

- Facebook
  - Social Networking
  - Microblogging
  - Photo Sharing
  - Video Sharing
- Instagram
  - Instagram Stories
  - Instagram Business
- Pinterest
- Twitter
- YouTube

## Lesson 6: Helping Our Clients

- Edit Bios
- Edit Book Descriptions
- Edit Social Media Posts
- Post Ideas
- Write Copy