

Communicating Appropriately and Professionally using Social Media: Table of Contents & Instructions

This module provides students with an overview of how to communicate appropriately and professionally using social media. Two formats are available: online SCORM (M3_OnlineModule.zip) and face-to-face instruction (M3_F2FCurriculum.zip). These are best used as a lesson in your course but can also be used as a supplemental activity or lecture. You may use as much or as little of the content as desired.

Further, this module is designed to be communications-intensive and requires the submission of multiple written assignments. We suggest that instructors use a peer-reviewing program, such as Peerceptiv (<https://peerceptiv.com/>), to promote deeper learning and engagement with course content as students submit reviews of peers' assignments. Other similar programs are available online, and your institution may provide a subscription. Check with your institution's help desk for more information.

The online module takes approximately 2 hours to complete. Before completing the online module, we **highly** suggest that students watch a brief orientation video at <https://vimeo.com/478706875/>.

Learning Outcomes: By the end of this module, students should be able to:

- Identify agricultural brands that have effectively positioned themselves in the digital environment.
- Develop scientific, evidence-based information for delivery on social media platforms.
- Defend agricultural issues on social media platforms using evidence-based arguments.
- Analyze agricultural issue arguments on social media platforms and provide evidence-based information to support or refute the arguments.

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Module Contents

The following items are included in this Teaching Materials section:

1. Table of Contents & Instructions (.pdf)
2. SCORM file package (.zip)
3. F2F file package (.zip)
 - a. Introduction/Full Written Curriculum
 - b. PowerPoints and Videos folder
 - Lectures 1-3
 - Videos 1-5
 - c. Handouts folder
 - Lecture Slides
 - 11 Reply Rules
 - 26 Tips
 - Defending Agricultural Issues
 - Hootsuite Blog
 - Pew 2016 Update
 - Successful Social Media Campaigns
 - References
 - d. Assignments/Activities folder
 - Pre Quiz
 - Module Quiz
 - Module Worksheet
 - Brand Case Study
 - Analyzing Arguments
 - Post Quiz

Instructions for Face-to-Face Curriculum Use

1. Download and unzip the file package named “M3_F2FCurriculum”.
2. Open the PDF document titled “Introduction (Read First)”. This full written curriculum includes a checklist of all components (handouts, activities, lectures, and videos) and contains cues indicating where each component should be used in the curriculum.
3. Follow instructions to select the content you would like to teach. You may use as little or as much of the curriculum as desired.
4. Answer Keys and Grading Rubrics are provided in the OAKTrust Faculty Teaching Materials Instructor-Only area.

Instructions for Online Module Use

If you have questions about uploading this module, please contact your learning management system helpdesk for support.

1. Before uploading this module to your course(s), you must choose which activities your learners will complete and submit. Be sure to share this information with your students: The modules will reinforce that learners will follow the course instructor's guidelines to submit this assignment. Learners may have the option to choose from the three disciplines provided or can be instructed to use only one option (i.e., "Complete the Plant Science scenarios only.").
2. Answer Keys and Grading Rubrics for the following activities are provided in the OAKTrust Faculty Teaching Materials Instructor-Only area.
 - Module Worksheet
 - Module Quiz Answer Key
 - Pre Quiz Answer Key
 - Post Quiz Answer Key
 - Analyzing Arguments
 - Defending Issues on Social Media Platforms
 - Brand Case Study Presentation
3. Download and do not unzip the file package named "M3_OnlineModule". Follow the guidance of your IT helpdesk or learning management system support team to upload the file package.
4. The following description may be used in your course to provide context and notes to students: *When using social media for personal or business use, you must remain professional, factual, and open-minded. Many believe social media is a factual source of information, but much of the information available is biased and not fully explained in the appropriate context. Therefore, it is important for you to properly assess information on social media, understand how to appropriately reply to comments or feedback, and manage agricultural issue campaigns for both personal and business accounts. This module will cover several aspects communicating using social media. You should be sure to answer the questions within the module to the best of your ability, as they will determine your grade for this module. For this module, be sure to complete the following assignments: [NOTE: change assignment list as desired] Pre Quiz, Post Quiz, Module Worksheet, Analyzing Arguments activity, Brand Case Study presentation, and Defending Agricultural Issues activity.*