

<b>Course Name: Social Media for Project Managers</b>	
<b>Area of Study</b>	<b>Classroom Hours:</b>
Project Management <b>Software</b>	7
<b>Description:</b>	
<p>Social Media enables Project Managers to improve the communication, marketing, and engagement of project team members in new ways. Businesses are able to take advantage of these improvements without adding costly and complicated new software to their business environments.</p> <p>The ability to provide photos, status updates, and punch list items all from your smart phone or internet connection is an appealing, just in time method of maximizing your time and fulfilling your communication plan..</p> <p>In this course we will use social media sites, and their toolsets, to establish project communication elements that you may continue using on real projects, after class. We will cover the following topics:</p> <ul style="list-style-type: none"> <li>▪ What is Social Media?</li> <li>▪ How can Social Media be used to benefit Project Managers and their Teams?</li> <li>▪ Introduction to Social Media options and tools</li> <li>▪ Social Media and your Communication Plan</li> <li>▪ Engaging your audience</li> <li>▪ Controlling access and security</li> <li>▪ Project Branding</li> <li>▪ Selling Management on the Concept</li> <li>▪ Test and Kickoff Strategies</li> </ul>	
<b>Students enrolled for this course should have the following:</b>	
Familiarity with online communication tools and text messaging concepts	
<b>Upon successful completion of this course, students will be able to:</b>	
<ul style="list-style-type: none"> <li>▪ Determine the appropriate tools and technology to ‘socialize’ their projects</li> <li>▪ Understand how to begin the communication process</li> </ul>	