



## **Nonprofit Leadership Program**

### **COURSE SYLLABUS**

#### **Course Title:**

The Strategy of Social Media: Effective Decision Making for Nonprofit Organizations-  
NPLD 595-910

#### **Course Description:**

Nonprofit organizations have been some of the first adopters of social media tools, and they are increasingly turning to the use of social media to fulfill a range of communications, outreach, and marketing needs. This course will cover the importance of understanding the online space and how it can enhance the work of every nonprofit organization. Students will develop an understanding and awareness of core platforms and tools along with the importance of metrics, feedback loops, and taking an iterative approach based on social media best practices.

#### **Class Meets:**

Summer Session I

May 26-June 30, 2015 (Tuesdays and Thursdays, 5:30 p.m.-8:00 p.m.)

#### **Enrollment:**

20 students maximum

#### **Restrictions:**

Open to all juniors and seniors and graduate level students at the University of Pennsylvania.

#### **Instructor:**

#### **Telephone:**

#### **Email:**

**Office Hours:** By appointment

**Required Text/material:**

Blanchard, O. (2011). *Social media ROI: Managing and measuring social media efforts in your organization*. Boston, MA: Pearson. (ISBN: 978-0-7897-4741-9).

Madia, S. (2011). *The social media survival guide for nonprofits and charitable organizations*. New York: Full Court Press. (ISBN: 978-0-9826185-9-2).

**Method of Presentation:**

This course is structured as a highly interactive lecture and discussion. Students will be presented with core social media concepts, as well as relevant examples and applications designed to demonstrate the relevancy and importance of these concepts and their effects on eliciting social change. In-class assignments and an applied exercise will function as key components of student learning.

**Course Requirements:**

*The Strategy of Social Media* combines select readings with classroom discussion and application to current uses of social media in nonprofit organizations. Students must demonstrate the ability to apply classroom learning to create an original social media plan on behalf of the organization they select. Milestone assignments will be submitted periodically throughout the course, and will culminate in a final written project. In addition, students will create and deliver a presentation showcasing their work. A detailed assignment will be distributed at the first class session.

**Assessment**

The course grade will be determined by assigning the following percentages to each of the following categories:

Milestone 1	15%
Milestone 2	15%
Milestone 3	15%
Milestone 4	15%
Milestone 5	30%
<u>Participation</u>	<u>10%</u>
TOTAL	100%

## Course Outline

### **WEEK 1: Tuesday, May 26/Thursday, May 28, 5:30-8 p.m.**

#### **Objectives:**

- Define social media, its role, and its value within a non-profit organization.
- Discuss social media myths and misconceptions
- Identify the significance of the organizational commitment
- Understand core considerations creating a social media strategy, including introducing and integrating social media within a not-for-profit organization.
- Identify the importance of aligning social media components with organizational objectives.
- Evaluate positioning, brand management, and program management when establishing social media channels on behalf of a nonprofit organization.

**Reading:** Chapters 1-3 of *Social Media ROI*.  
Chapters 1-2 of *The Social Media Survival Guide for Nonprofits*.

### **WEEK 2: Tuesday, June 2/Thursday, June 4, 5:30-8 p.m.**

#### **Objectives:**

- Describe the elements necessary for social media adoption within a nonprofit organization.
- Identify the importance of clarifying goals, and summarize change management considerations within a nonprofit organization when establishing a social media program.
- Identify the resources and skill sets required to enable successful social media programs.
- Assess centralized versus decentralized approaches to social media management.

**Reading:** Chapters 4-6 of *Social Media ROI*.  
Chapters 3-4 of *The Social Media Survival Guide for Nonprofits*.

**DUE:** Milestone 1

### **WEEK 3: Tuesday, June 9/Thursday, June 11, 5:30-8 p.m.**

#### **Objectives:**

- Summarize the importance of listening before, during, and after creating content within the social media space.

- Identify core applications of social media within a nonprofit organization including brand management, community management, management and coordination of services, reputation management, and crisis management within the online space.
- Assess the benefits of social media as a tool for real-time research and outreach within a nonprofit context.

**Reading:** Chapters 10-11 of *Social Media ROI*.  
Chapters 5-6 of *The Social Media Survival Guide for Nonprofits*.

**DUE:** Milestone 2

**WEEK 4: Tuesday, June 16/Thursday, June 18, 5:30-8 p.m.**

**Topics:**

- Identify the importance of measurement within social media programs and establishing metrics before launching a campaign on behalf of a nonprofit.
- Summarize monitoring, measurement, analysis and reporting.
- Assess measurement tools and their meaning.
- Identify social media outcomes including awareness and education, establishing and growing a volunteer base, fundraising, events, and ongoing engagement.

**Reading:** Chapters 14-15 of *Social Media ROI*.  
Chapters 7-8 of *The Social Media Survival Guide for Nonprofits*.

**DUE:** Milestone 3

**WEEK 5: Tuesday, June 23/Thursday, June 25, 5:30-8 p.m.**

**Topics:**

- Identify best practices with regard to content strategy including frequency, reach, and yield on behalf of constituencies.
- Evaluate approaches to social media program analysis based on resources.
- Assess data analysis, reporting, and the iterative process.
- Describe the functional role of data analysis gleaned from social media programs on behalf of a nonprofit organization.

**Reading:** Chapters 16-17 of *Social Media ROI*.  
Chapters 9-10 of *The Social Media Survival Guide for Nonprofits*.

**DUE:** Milestone 4

**NOTE: Student presentations begin June 25.**

**WEEK 6: Tuesday, June 30, 5:30-8 p.m.**

**Topics:**

- Wrap-Up
- Social media for job search and recruitment (time permitting)

**Reading:** Chapters 11-12 of *The Social Media Survival Guide for Nonprofits*.

**Student Presentations**

**DUE:** Milestone 5: Final paper and presentation