

COUN 103: SOCIAL MEDIA FOR JOB/INTERNSHIP SEARCH

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2020
Credits:	2
Total Contact Hours:	36
Lecture Hours :	36
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	72
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter, Pass/No Pass

Catalog Course Description

This course will educate students on how to use social media platforms (such as LinkedIn, Facebook, Instagram, and Twitter) effectively in a job or internship search. Students will create a LinkedIn account, digital and traditional resumes and learn how to effectively network and communicate with employers. 36 lecture hours.

Course Objectives

- # Navigate multiple social networking platforms, using professional discretion and appropriate privacy settings
- # Understand methods of professionally communicating on various social media sites
- # Create a plan for utilizing social networks for professional & career purposes
- Identify social networks and methods for connecting and networking professionally online

Major Course Content

1. Introduction & Social Media Overview
2. Facebook, Twitter, SnapChat and Instagram
3. Personal assessment of strengths, skills, personality and values and how to communicate them to employers
4. Creation of LinkedIn Account
5. Social Media and Professionalism (Personal Brand)
6. The Employers Perspective of Social Media
7. Promoting Your Social Media Presence Professionally
8. Creation of a traditional and digital resume
9. Understanding Application Tracking Systems for resume submission
10. Creation of a cover letter
11. Creation of elevator pitch
12. How to professional network using LinkedIn and other social media platform
13. Develop a plan for continued management and monitoring of social media accounts

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Examples of Required Writing Assignments

Provide examples of good and bad writing samples for introducing yourself online Review proper and winning introductory techniques for making new contacts professionally

Examples of Outside Assignments

Students will create both a traditional and digital resume and cover letter to include key words targeted to specific jobs or internships. The assignment will also cover how to submit resumes that are readable in Applicant Tracking Systems (ATS).

Instruction Type(s)

Lecture, Online Education Lecture