Collin College - Continuing Education
COURSE SYLLABUS

> **COURSE INFORMATION**

Course Number: NONP 7665

Course Title: Marketing and Branding Your Nonprofit Through Social Media

Course Description: This course introduces learners to the use of social media in communicating, marketing, public relations, and fundraising for nonprofits. It explores the major social media platforms (Facebook, LinkedIn, Twitter, YouTube, and Pinterest) as vehicles for nonprofits to reach their members, volunteers, and donors.

Suggested Course Prerequisite(s): How to Start a Nonprofit, Grant Research and Developement 101

Student Learning Outcomes:

1. Discuss the importance of social media to nonprofits for communicating, marketing, public relations, and fundraising.
2. Explain how social media can be used to better engage a nonprofit's audience.
3. Outline the key questions nonprofits should consider as they become involved in social media.
4. Discuss the strengths and weaknesses of Facebook, LinkedIn, Twitter, YouTube, Pinterest and other social media platforms.
5. Discuss the costs involved in social media.
6. Explain the importance of establishing social media policies for your nonprofit.
7. Discuss the measurement of social media effectiveness in communicating messages and in fundraising.
8. Outline tools and techniques for successful social media use by a nonprofit.
9. Apply your understanding of the social media environment to case studies.

Certification Notes:

Refund Policy: Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.