ALTW 232: SOCIAL MEDIA & DIGITAL CITIZENSHIP

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2024
Units:	2
Hours:	2 lecture per week (24 total per quarter)
Degree & Credit Status:	Non-Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	None
Grade Type:	Letter Grade Only
Repeatability:	Not Repeatable

Student Learning Outcomes

- Students will be able to better understand proper etiquette for interacting with others online
- Student will be able to better understand how to safely interact with other online, and how to identify potentially unsafe interactions
- Students will be able to demonstrate appropriate etiquette for interacting with others online and on social media when in the workplace

Description

Students learn how to appropriately utilize information technology in order to engage in online social interaction, as well as integrate their online and real-world personas. This course gives students basic instruction regarding how to use different social media and communication applications (e.g., set up profiles, interact with others, learn the capabilities of each application, etc.). In addition, students learn the norms of appropriate, responsible behavior in regard to the use of the applications. This course teaches students specific skills for maintaining appropriate behavior and being safe while using the internet and social media applications, such as Facebook, Instagram, Twitter, Reddit, Snapchat, YouTube, LinkedIn, and email.

Course Objectives

The student will be able to:

1. Use a variety of social media platforms
2. Better understand proper etiquette for interacting with others online
3. Better understand how to safely interact with others online, and how to identify potentially unsafe interactions
4. Demonstrate appropriate etiquette for interacting with others online and social media in the workplace

Course Content

1. Social media and online communities
   a. How to use a variety of social media platforms
   b. Appropriate use of these platforms
2. Positive online footprints
   a. What types of behaviors and etiquette are appropriate and responsible
   b. How your online actions can affect your future employability
3. Internet safety
   a. Strategies for protecting your privacy online
   b. How to identify potentially dangerous situations and interactions
4. Etiquette for appropriate social media use in the workplace
   a. How to interact with potential employers on various social media platforms
   b. How to interact with co-workers on various social media platforms
   c. Appropriate behavior for your own social media platforms

Lab Content

Not applicable.

Special Facilities and/or Equipment

1. Accessible classroom
2. Internet access
3. When this course is taught online, a device capable of sending and receiving real-time video and audio will be necessary

Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

Examinations/tests/quizzes
Assignments and projects
Oral presentations

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

Lecture
Discussion
Cooperative learning exercises
Demonstrations
Guest speakers

Representative Text(s) and Other Materials

No course materials.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

1. Writing assignments, for example:
   a. Reflections on digital citizenship articles and examples
2. PowerPoint presentations
3. Completing social media profiles and sample posts

Discipline(s)

Developmental Disabilities: Disabled Students Programs and Services