Course Title: Marketing and Branding your Nonprofit through Social Media

Instructor: Dave Lobo

Course web page: http://www.collin.edu/ce/courses/nonprofit-marketing-branding.html

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 (not required) Course Prerequisite(s): How to Start a Nonprofit; Grant Writing 101 for Nonprofits

Materials Needed: None

Course Objectives:
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.

Next course recommendation: Budgeting, Accounting and Reporting for Nonprofits

Textbook(s): None

Lesson Plan – by week or session

Session 1:

Session 2:

Session 3:

Session 4:
**Course Sessions:** listed are a guideline 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.

**Method of Evaluation:** Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of **each course** in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to **complete a certificate series within two years** from start date of the first course taken.

**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-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

[http://www.collin.edu/studentresources/personal/studenthandbook.aspx](http://www.collin.edu/studentresources/personal/studenthandbook.aspx)