

MODULE 1 | Think Ahead





“ A leader is personally committed to reading, listening, and upgrading his or her personal knowledge and skills.”

-Brian Tracy, NO Excuses

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Outcome: In **Module 1** students will learn the importance of monitoring social media industry experts blogs, forums, websites, and social media sites for updates, changes, and opportunities moving forward as a social media specialist.



Overview

Module 1

- Introduction
- Lecture Materials: Mobile Madness
- Lecture Materials: Be Inspired
- Competency Assessment 1 | Your Industry Experts

Introduction



Developing a habit of continuous learning is a key to success in general. In the world of social media it's a must. If you plan on being a social media specialist, your commitment to ongoing learning and improvement will become part of your new career.

This Module is dedicated to exposing you to the enormity of this industry and to open your eyes to the gravity of how social media plays a vital role in shaping our world. The Module will begin with the understanding of "How BIG is Google" and then encouraging you with a variety of inspiring TED Talks that validate the social media phenomena. The facts are staggering, the momentum is awe-inspiring and the truth about the importance of your role as a social media specialist will be clear.

Included in these next two Modules are resources to help you stay current with the industry and changes to the different platforms. Creating a learning plan will guarantee you success. This industry does not stay stagnant; in fact, it's the exact opposite. Social media is changing daily- just consider that Facebook has thousands of employees (6,337 in 2013) working daily to make your user experience better and Google has over 50,000 (54,604 in 2012) employees to assure your search experience results in the most authentic responses on the Internet today. These two examples alone signify the importance of a continuous learning commitment.

In Japan, there is a term "Kaizen" that is used to describe a business philosophy of continuous improvement of working practices and personal efficiency. Incorporating the Kaizen philosophy into your role as a social media specialist will prove to be a beneficial practice.

Finally, we are in the middle of a revolution, a mobile revolution. This Module will help you to understand how mobile technology affects us in business today as well as in the future. This intuitive mini-computer is a single source of revolution in the world. Where people could never afford a computer they *can* acquire a cell phone. Life is now in real time. Whether good or bad, this is the future and learning how to navigate this change is the focus of this section.