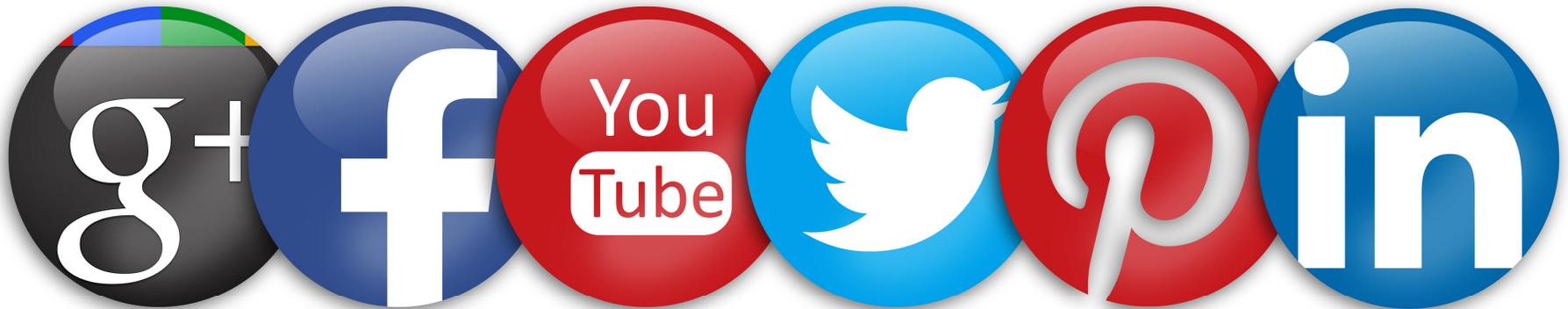




“Ello is an all-purpose social media network...Ello claims it will never have forced advertising on its platform, nor will it ever sell your information to third parties. Expect Ello to help spark a new trend in anti-advertising in certain circles...”

- Jayson DeMers, Contributor, Forbes.com

## MODULE 2 | Stay Connected





## Module 2

- . Introduction
- . Reading: The Future of Social Media
- . Competency Assessment 1 | What is the Future?

# Introduction



In Module 2 you will discover the future of social media through the eyes of some of the experts you were introduced to in Module 1. This exciting information gives you, as a Social Media Specialist, the ability to introduce course corrections to your current social media plan and, when necessary, the opportunity to insert new information - putting your clients on the cutting edge, and at a competitive advantage over others claiming to be social media specialists.

Your list of social media experts will continue to evolve. As you spend more time researching and reading industry news, be prepared to continually update your “Expert Plan” provided for you in your first Competency Assessment of this Module.

Although this Module is filled with a wealth of information, it is recommended that you read **all** online article provided because they are the most current information on the subject matter. Take notes or bookmark the articles for quick future reference. Credit Unit 3 has much of the most pertinent information needed for your role as a social media specialist. This IS the information that will continue to offer you insights that many others will not have or know where to find. It is the culmination of each piece that makes the perfect puzzle.