

# Web & Social Media Presence

## Course Description

In this course each participant will develop, create and publish their personal or professional website. In this process you will learn from start to finish how to package and keep your website presence under your control.

Topics include:

- Website Address/Url
- Website Hosting Options
- Website Publishing Options
- Publishing Basics
- Images and Media
- email account administration
- Google+
- Video Channel
- Blogging
- Facebook
- Twitter
- Instagram

## Student Learning Outcomes

- Understand how to secure a domain name
- Understand how to host a website
- Publish a website
- Understand Search Engine Optimization
- Create a website
- Include media and images into website
- Align graphics presence across social media platforms
- Create a Video Channel

## Critical Thinking Skills

- Decide the best website name and how to assess if it is available.
- Compare and contrast hosting options and plans
- Review other websites to critically look at the elements
- Understand the steps to inserting media across your web presence.

## Evaluation

The students work will be evaluated by reviewing the final website and social media links. Some of the criteria used in the evaluation will be:

- Style
- Format
- Content
- Media

## Course Outline (6 week course 6 hour a week)

**Week 1 - Online Presence:** Overview, Website Addresses (whois), domain registration and hosting

**Week 2 - Website Basics:** Choosing a platform, outline of the build, create the site and pages

**Week 3 - Media:** Photos, Video, and Sound and how to integrate them into the site; tools, techniques and tips.

**Week 4 - Website Integration:** Plan you media presence from your website out to the world, take control.

**Week 5 - Social Media:** Video Channel, Blog, Facebook, Twitter, Instagram and others.

**Week 6 - Integration and Critique:** Finalize your web presence and prepare for constructive critiques and eval.