

NMJ620 : Social Media and Online Community Engagement

The Social Media and Online Community Engagement Course is an examination of how information is shared outside professional journalism, how journalists can interact with communities, and the ways in which social technology shapes cultures, governments, and communications. Students learn theoretical and practical approaches to understanding, designing, building, and using virtual communities, and how user-generated content within those communities expands the definition of news. The course also helps journalists understand how to leverage social media to find story ideas, engage audiences, and promote their work.

Credits 4