



Communications through Social Media

*Virtual ILT
Facilitation Guide*

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Course Overview

Course Title Communications through Social Media	
Learning Outcome After completing this training, participants value the organizations communication framework.	Prerequisites None
Course Description During Communications through Social Media, participants will learn about the [Organization X] communication framework from a series of industry experts who leverage their extensive work in the marketing and communications field. Participants will engage in a variety of activities to enhance their learning experience.	Course Length Five days
	Location of Training Webex
Learning Objectives <ol style="list-style-type: none"> 1. Appreciate the significance and impact of social media influence and marketing 2. Promote industry recognized best practices for social media communications 3. Recognize the value of available resources 	Delivery Method VILT
Instructional Methods <ul style="list-style-type: none"> • Video-based learning • Synchronous eLearning • Guided exercises • Instructor consultations • Performance support • Case studies 	Hardware/Software Considerations Facilitator workstation <ul style="list-style-type: none"> • Webex Meeting • Microsoft Teams • Mentimeter account • Video/audio capable Instructor workstation <ul style="list-style-type: none"> • Email account • Internet access • Webex Meeting • Video/audio capable Student workstation <ul style="list-style-type: none"> • Email account • Internet access • Webex Meeting • Audio capable
Instructional Strategies <ul style="list-style-type: none"> • Video • Lecture • Facilitated discussions • Self-reflection activities 	
Assessment Strategies <ul style="list-style-type: none"> • Knowledge checks • Journaling • Instructor observation 	

Pre-Course Assignments

Students are sent an email upon enrollment with instructions to complete the following:

1. Access LMS using log-on credentials provided.
2. Download Student Guide containing course information and journal activities each day.
3. Read two articles (link to videos provided in onboarding email)
4. Watch four videos (link to videos provided in onboarding email)

Day 1**Facilitation Guide**

Admin Slides

TIME	SESSION INFORMATION	FACILITATION	PRODUCER
8:00 AM	Classroom open for anyone needing technical support. (30 min)	<p><i>Coordinate with instructors for technical support.</i></p> <ul style="list-style-type: none"> <i>We've opened up a poll in Webex for you to respond to. Take a minute and select one of the options. In a few minutes we're going to have your faculty introduce themselves and answer the option you select.</i> 	<ul style="list-style-type: none"> <i>Ice Breaker Activity: As students join, ask them to please respond to the poll question.</i> <p><i>Select which question you would like your faculty to answer.</i></p> <ul style="list-style-type: none"> <i>Best concert</i> <i>Favorite movie</i> <i>Best binge-worthy show</i>
	DISPLAY ROTATING SLIDES		
8:30	Course Administration (30 min)		
	SLIDES 1	<ul style="list-style-type: none"> <i>Welcome students to Communications through Social Media.</i> 	
	SLIDE 2	<ul style="list-style-type: none"> <i>Introduce Team.</i> If you need anything, you can email us using the address on screen or chat with us directly in Webex. As part of your enrollment in this course, you will be mailed a copy of books written by the experts you'll meet this week. <i>Introduce VILT Producer.</i> They are available this week to help with any technical issues or connection problems you might have. If you need to contact them, you can email them using the address on the screen or chat with them directly in Webex. 	
	SLIDE 3	<ul style="list-style-type: none"> <i>Begin live SharePoint demo:</i> We are using Microsoft 365 to help facilitate this course. We use SharePoint as our repository for course content and Outlook to communicate with you. 	

SLIDES 4

Select either column for the SharePoint tour.

- Each of you received instructions to access the site to help you find what you need. If you didn't receive them yet, please let one of us know and we'll make sure you do.
- Following this course, you will continue to have access for 90 days.
- Let's take a few minutes to look at the site.
- *Play SharePoint video (approx. 5 minutes).*
MAKE SURE PRESENTER IS NOT MUTED BEFORE PLAYING VIDEO
- *If there are any technical issues with the SharePoint site, have the page open and ready to share (use alternative instructions for manual tour)*

ALTERNATIVE: MANUAL TOUR

- *Bring up the live SharePoint site. Roll cursor over each of the boxes as you refer to them.*
 - This is your SharePoint site home page. *(Pause.)* Here you will find important course information to include your course materials, faculty bios, syllabi, Webex information and recommended resources. Let's look at where your course materials are located.
 - *Materials: Click the "Course Materials" block.*
 - Here, you will find the Student Guide as well as our schedule for the week. *(Pause.)* The guide includes:
 - Industry expert biographies
 - Lesson descriptions
 - Notes areas
 - Post lesson questions
 - Exercise guidance
 - Intercession assignments
 - We highly recommend you print or download a copy of the guide to follow along with us throughout the week.
 - Below this are your pre-course Assignments. If you haven't already completed these, you should do so this evening.
 - Next is Webex information for this class.
- Daily Course Materials*
- In the middle of the page, you will find your course materials

by the day. Each day's icon contains for that day the faculty presentations, the day's feedback survey form, and your intercession assignment all of which are downloadable.

Faculty Consultation Sign-up

- There is also a link to sign up for faculty consultation sessions. We will give more information on this in a few minutes.

Back to the Home Page: Scroll to top of this page and click the "Return to course home page" button.

- Back at the Home page, you will find a section for Webex troubleshooting.

Resources and Recommendations (Pause.)

- Scrolling down, you will see the Resources and Recommendations page. Here you will find the communication framework explained.
- We also have a curated collection of articles that address a variety of issues related to communicating effectively.
- Next is our Job Aids & Tools page. We've added a PDF of a job aid, along with the planning worksheet, tools list, evaluation checklist, and more.
- There is also a page with a wide variety of external resources, such as websites, podcasts, graphic novels, infographics, interactive tools and a list of recommended books.
- Finally, you will hear from a fantastic group of experts. You are also able to benefit from some of their past successes.
- *Back to the Home Page: Return to Home page and scroll to bottom*

	SLIDE 8	<p>Our producer will be moderating the chat. Please be professional.</p> <p>EXPECTATIONS</p> <ul style="list-style-type: none">• At the end of the day, we hope you'll be able to walk away from this class and take what you've learned back to your job. To get there, we ask that you follow the few simple rules shown on screen.• If you have concerns, you can reach out to any of us during one of the breaks or let us know through the Student Feedback Survey.	
	SLIDE 9	<p>RECORDING</p> <ul style="list-style-type: none">• Please note that this course is being recorded. The recordings are provided only to the course sponsor, per their request.	
	SLIDE 10	<ul style="list-style-type: none">• All the lessons this week align with your organization's communication framework. Today will primarily align to identifying goals and analyzing your audience.• Using the project plan previously provided by your team leaders, you'll be given instructions each day to complete exercise activities. By the end of this week, you will have developed an actionable communication plan that you can take with you.• This course also includes intersession assignments that you'll need to complete each afternoon. These consist of watching additional videos and completing the writing activities in your Student Guide. These should only take approximately 30-60 minutes per day.	
	SLIDE 11	<ul style="list-style-type: none">• This course is five-days and starts daily at 8:30 AM EST.	

SLIDE 15	<ul style="list-style-type: none"> If you have any trouble signing up, please reach out to us. Microsoft Forms will be used to gather your feedback about the course. At the end of each day, you will be provided with a link. Please navigate to that link and answer the questions provided. Your feedback is extremely valuable to both the course sponsor and the presenters, so please take a little time to provide your feedback. We use your feedback to update and improve the course. 	
SLIDE 16	<ul style="list-style-type: none"> We want to thank you again for joining us, and we hope you enjoy this week's course! Are there any questions? 	

Lessons

TIME	SESSION INFORMATION	FACILITATION	PRODUCER
9:00 AM	Knowledge Check (10 min) SLIDE 17	You were assigned several videos to watch. Before we begin today's presentations, we're going to take a few moments to let you see how well you know the communication framework.	<ul style="list-style-type: none"> Prepare the Menti KC for presentation. Ensure the KC is "open". Post Menti code in chat. Go to www.menti.com and enter code:
9:10	Lesson Title: <i>[not available in version approved for external use]</i> SLIDE 18	Lesson description: <i>[not available in version approved for external use]</i> If you would like to speak to [expert's name] one-on-one, you may reserve a consultation spot on the Student Signup Sheet in SharePoint.	<ul style="list-style-type: none"> Introduce instructor and lesson. Ensure instructor is aware of finish time. Encourage students to post any questions they have for instructor in the chat window. Provide a 5-minute warning in chat. When time is up, end the lesson and thank the instructor.
9:55	Lesson Title: <i>[not available in version approved for external use]</i> (35 min)	Lesson description: <i>[not available in version approved for external use]</i> If you would like to speak to [expert's name] one-on-one, you may reserve a	<ul style="list-style-type: none"> Introduce instructor and lesson. Ensure instructor is aware of finish time.

	SLIDE 19	consultation spot on the Student Signup Sheet in SharePoint.	<ul style="list-style-type: none"> • <i>Encourage students to post any questions they have for instructor in the chat window.</i> • <i>Provide a 5-minute warning in chat.</i> • <i>When time is up, end the lesson and thank the instructor.</i>
10:30	Scenario Exercise: Introduction (20 minutes) SLIDE 20	<ul style="list-style-type: none"> • Before you execute your communication plan, it's crucial to develop a strategy. • All this week as you learn about your organization's framework, but you'll also complete exercises to build a strategy for your project plan. • Go to the Course Materials page and scroll to select the button labeled, "Communication Plan" for the exercise. • Before we begin our first exercise, it's important to understand that the communication framework isn't totally linear, but iterative. You may address more than one area at a time, and you will need to periodically go back to areas you've previously worked to review, analyze, and modify as you learn more information. 	<ul style="list-style-type: none"> • <i>Display slide.</i> • <i>Scenario will not display until click.</i>

<p>10:30</p>	<p>Scenario Exercise: SMART Goals (20 minutes)</p> <p>SLIDE 20</p>	<ul style="list-style-type: none"> • During this first exercise, you will develop a SMART goal for your plan • You'll have about 10 minutes to develop your draft goal. • If you have any questions while you're working on your SMART goal, post them in chat. • Once you have your goal written, go to Menti using the code we've shared in chat and share the goal. • <i>Encourage students to ask questions in chat.</i> • <i>As goals display on the screen, engage the faculty to provide their perspectives.</i> • <i>Use the remaining time to discuss the SMART goals students submitted using student chat and SME expertise.</i> <p>WRAP UP:</p> <ul style="list-style-type: none"> • <i>The development of a behavioral objective that spells out what should happen next with the target audience needs to be well considered and thoughtful.</i> • <i>Defining your behavioral objective forces you to start out with the end goal clearly in mind. It's a declaration of what you want to achieve.</i> • <i>It's true you'll have to influence how people think about an issue, but the job isn't done until you get them to act.</i> 	<ul style="list-style-type: none"> • <i>Post Menti link and code in chat</i> <p>Go to www.menti.com and enter code:</p> <ul style="list-style-type: none"> • <i>After approx. 10 minutes, display Menti on screen.</i> • <i>Start wrap-up with approximately 2 minutes remaining.</i> • <i>Exercise complete. Display next slide.</i> 	<p>MENTI QUESTION: Create a SMART goal and share it using the Menti code provided.</p> <p>Things to consider: Once you have written your goal, ask yourself these questions.</p> <ul style="list-style-type: none"> • Specific - <i>Is this specific enough? The more specific you are, the easier it will be to know what you are trying to achieve.</i> • Measurable - <i>How will I measure success?</i> • Achievable - <i>Is my number achievable? If not, can I set smaller incremental goals?</i> • Realistic/Relevant - <i>Does this support my organization's objectives, vision, or values? If it doesn't, how can I adjust?</i> • Timebound - <i>How long do you have to reach your goal?</i> <p>Faculty discussion prompts:</p> <ul style="list-style-type: none"> • Aim for one main marketing communication objective per campaign, such as to create awareness, inform, build, or reaffirm a relationship, reposition, or call to action. • It is critical to ensure objectives align to policy and legal guidance, as well as overarching goals and priorities. • Establishing your objective before you execute is the only way to effectively demonstrate that your campaign was successful (or not).
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10:50	BREAK (10 min) SLIDE 21	<i>Tell students they are on break for the next 10 minutes.</i>	<ul style="list-style-type: none"> • <i>Display slide</i> • <i>Move to Instructor slides at the 5-minute mark.</i>
11:00 AM	Lesson Title: <i>[not available in version approved for external use]</i> (35 min) SLIDE 22	Lesson description: <i>[not available in version approved for external use]</i> <ul style="list-style-type: none"> • If you would like to speak to [expert's name] one-on-one, you may reserve a consultation spot on the Student Signup Sheet in SharePoint. 	<ul style="list-style-type: none"> • <i>Introduce instructor and lesson.</i> • <i>Ensure instructor is aware of finish time.</i> • <i>Encourage students to post any questions they have for the instructor in the chat window.</i> • <i>Provide a 5-minute warning in chat.</i> • <i>When time is up, end the lesson and thank the instructor.</i>
11:30	Lesson Title: <i>[not available in version approved for external use]</i> (35 min) SLIDE 23	Lesson description: <i>[not available in version approved for external use]</i> <ul style="list-style-type: none"> • If you would like to speak to [expert's name] one-on-one, you may reserve a consultation spot on the Student Signup Sheet in SharePoint. 	<ul style="list-style-type: none"> • <i>Introduce instructor and lesson.</i> • <i>Ensure instructor is aware of finish time.</i> • <i>Encourage students to post any questions they have for the instructor in the chat window.</i> • <i>Provide a 5-minute warning in chat.</i> • <i>When time is up, end the lesson and thank the instructor.</i>
12:00 PM	LUNCH (30 minutes) SLIDE 24	<ul style="list-style-type: none"> • <i>Tell students they are on lunch for the next 30 minutes.</i> 	<ul style="list-style-type: none"> • <i>Display slide</i> • <i>Move to Instructor slides at the 5-minute mark.</i>
12:30	Lesson Title: <i>[not available in version approved for external use]</i> (35 min) SLIDE 19	Lesson description: <i>[not available in version approved for external use]</i> <ul style="list-style-type: none"> • If you would like to speak to [expert's name] one-on-one, you may reserve a consultation spot on the Student Signup Sheet in SharePoint. 	<ul style="list-style-type: none"> • <i>Introduce instructor and lesson.</i> • <i>Ensure instructor is aware of finish time.</i> • <i>Encourage students to post any questions they have for the instructor in the chat window.</i> • <i>Provide a 5-minute warning in chat.</i> • <i>When time is up, end the lesson and thank the instructor.</i>

<p>1:05</p>	<p>Scenario Exercise: Audience (20 minutes)</p> <p>SLIDE 26</p>	<ul style="list-style-type: none"> • <i>The second exercise today focuses on identifying your audience and will continue with the same project plan as before, using the SMART goal you developed this morning.</i> • <i>Your communication plan should build around a single, clearly defined audience and by doing so, you will expand your reach.</i> • <i>The gathering of qualitative and quantitative data and turning it into insight begins with an understanding of the current attitudes and behavior of your audience.</i> • <i>Go to Menti and enter the code provided in chat. Answer the first question. You'll have about 5 minutes to complete this.</i> • <i>Encourage students to ask questions in chat.</i> • <i>As answers display on the screen, engage the faculty to provide their perspectives.</i> 	<ul style="list-style-type: none"> • <i>Post Menti link and code in chat</i> <p>Go to www.menti.com and enter code:</p> <ul style="list-style-type: none"> • <i>After approx. 5 minutes, display Menti on screen.</i> 	<p>MENTI QUESTION 1 (Audience): Who you are trying to persuade (defined by demographics, behavior, attitudes, psychographics, etc.)?</p> <p>Things to consider:</p> <ul style="list-style-type: none"> • <i>Qualitative research – What questions can you ask do discover your audience?</i> • <i>Quantitative research: What are some sources of quantitative data?</i> • <i>How could you collect quantitative data?</i> <p>Faculty discussion ideas:</p> <p>Audience What sort of questions can you ask to discover your audience?</p> <ul style="list-style-type: none"> • <i>What do they like and why?</i> • <i>What don't they like and why not?</i> • <i>What led them to that particular attitude or behavior?</i> • <i>To whom do they listen?</i> • <i>To whom do they give advice?</i> • <i>Why do they do that?</i> <p>What are some sources of quantitative data?</p> <ul style="list-style-type: none"> • <i>Focus groups</i> • <i>Interviews</i> • <i>Observation (ethnographies)</i> • <i>Research</i> • <i>Segmentation studies</i> • <i>Attitude and behavior studies</i> • <i>Tracking studies</i> • <i>Communication pre-testing</i> <p>What are ways that you can collect quantitative data?</p> <ul style="list-style-type: none"> • <i>In person</i>
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	<p>Audience (continued)</p>	<ul style="list-style-type: none"> • These are all great answers. • Now, begin thinking about gaining insight from your audience data. • <i>Insights come from you and your analysis of the audience, not directly from the audience.</i> • Go to Menti and enter the code provided in chat. Answer the next question. You'll have about 5 minutes to complete this. • <i>Encourage students to ask questions in chat.</i> • <i>As answers display on the screen, engage the faculty to provide their perspectives.</i> • <i>Use the remaining time to discuss audience and audience insight using student chat and SME expertise.</i> <p>WRAP UP:</p> <ul style="list-style-type: none"> • <i>The work needed to truly understand your target audience is hard and time consuming.</i> • <i>The rewards for thoughtfully developing and deploying a combination of qualitative and quantitative research to gain audience insights will not guarantee success in your campaign, but not doing it pretty much guarantees failure.</i> 	<ul style="list-style-type: none"> • <i>Proceed to second question in Menti on screen.</i> • <i>After approx. 5 minutes, display Menti on screen.</i> • <i>Start wrap-up with approximately 2-minutes remaining.</i> • <i>Exercise complete. Display next slide.</i> 	<ul style="list-style-type: none"> • <i>Online</i> • <i>Phone</i> <p>MENTI QUESTION 2 (audience Insight): Based on consumer research and analysis, what do you already know about your target audience that will be helpful in creating a persuasive communication campaign?</p> <p>Things to consider: <i>Use the SMART goal developed during class to help guide your answers to the questions below.</i> <i>How to turn that data into audience insights:</i></p> <ul style="list-style-type: none"> • <i>Habits – How do they do something related to the behavior you wish to affect? How much time does it take?</i> • <i>Beliefs – What people/brands/issues do they trust and why?</i> • <i>Practices – What is the process to complete the task related to the changed behavior? Are they diligent about the process? Are they flexible?</i> • <i>Attitudes – How important is this issue/task to them?</i> <p>Audience Insight To gain insight from your data, what are some questions you could ask to determine habits, beliefs, practices, and attitudes?</p>
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1:25	<p>Self-reflection Activity: Surprise! (15 min)</p> <p>SLIDE 27</p>	<ul style="list-style-type: none"> As we near the end of our day, let's take some time to reflect upon what you learned and what you will do next. Take a minute or two and think about the lessons from the pre-course videos, today's lessons, and the conversations in chat? When you're ready, go to your Student Guide and type or write in what most surprised you today. <i>Remind the students that all responses need to be kept at the UNCLASSIFIED level.</i> 	<ul style="list-style-type: none"> <i>Bring up slide.</i> <i>At the end of the activity:</i> <i>At the 2-minute mark, transition to the next slide.</i> <i>Let bio slide display for 1 minute, then stop sharing screen.</i>
1:40	<p>Student Feedback Survey (15 min)</p> <p>SLIDE 28</p>	<ul style="list-style-type: none"> <i>Ask students to navigate to the link provided in chat and complete the End-of-Day Survey.</i> 	<ul style="list-style-type: none"> <i>Post survey link in chat.</i>
1:55	<p>Day 1 Wrap Up Team (20 min)</p> <p>SLIDE 29</p> <p>SLIDE 30</p> <p>SLIDE 31</p> <p>SLIDE 32</p>	<ul style="list-style-type: none"> <i>Let students know that sign up is closed for today's session.</i> <i>If they signed up, were sent an email with the meeting information.</i> <i>Encourage students that they can still sign up for future day's faculty consultations on the SharePoint site.</i> <i>Inform students to complete the following intercession assignments before class tomorrow:</i> <ol style="list-style-type: none"> <i>Complete journal activities for the day's lessons in Student Guide.</i> <i>Watch videos listed on slide. These are also listed in your Student Guide.</i> <i>REQUIRED ASSIGNMENT</i> This is a REQUIRED part of the course content, every bit as much as your attendance You need to complete these before the beginning of class tomorrow morning 	<ul style="list-style-type: none"> <i>Intercession assignments is on page 24 of the Student Guide. It can also be found in the Course Materials Day 1 folder on the SharePoint Site.</i>

		<ul style="list-style-type: none"> • Thank students for submitting questions for tomorrow's faculty panel. • Remind students that class begins at 8:30 AM, but the classroom will be open at 8:00 for anyone needing technical support. • Ask if there are any questions. • REMINDER • The main classroom window will remain open for the duration of the consultations, just in case there are any questions, or issues with the consultations. 	
2:15	BREAK (10 minutes)		<i>NOTE: Keep room open in case instructors or students need to reach team.</i>

Faculty Consultations (Optional)

2:25	Faculty Consultations (1 st session)	Notes:
2:50		
2:55	Faculty Consultations (2 nd session)	
3:20		
3:25	Faculty Consultations (3 rd session)	
3:50		
3:55	Faculty Consultations (4 th session)	

Intersession Assignments (Mandatory)

1. Complete the journal activities for the day's lessons in the Student Guide.
2. Watch the videos on the course website

END OF DAY ONE