COMMUNICATIONS COUNCIL MEDIA UNIVERSITY

AMU 411: SOCIAL MEDIA FUNDAMENTALS – PART I

Additional Course Resources

I. Examples

Particular websites and cited research in this section were referenced throughout the presentation slides (in order of initial appearance).

"Surfing, Drowning, Diving: A Brief History of Inventing New Media" by Rex Sorgatz, Medium:
https://medium.com/message/surfing-drowning-diving-122612314fa8

"Social Networks, from the 80s to the 00s" by Brian McConnell, Gigaom:
https://gigaom.com/2008/01/20/social-networks-from-the-80s-to-the-00s/

"Social Media Update 2014" by Pew Research Center: http://www.pewinternet.org/2015/01/09/social-media-update-2014/

"Introducing Instant Articles" by Michael Reckhow, Facebook:
http://media.fb.com/2015/05/12/instantarticles/

"How TV Newsrooms Are Pushing Original Video on Facebook" by Dale Blasingame, PBS MediaShift:
http://www.pbs.org/mediashift/2015/05/how-tv-newsrooms-are-pushing-original-video-on-facebook/

"Understand The 5 Key Changes In Twitter's Big Redesign (And How You Get It)" by Gordon Kelly, Forbes:
http://www.forbes.com/sites/gordonkelly/2014/04/24/understand-the-5-key-changes-in-twitters-big-redesign-and-how-you-get-it/

"What Will Your Twitter Timeline Look Like in 2015?" by Evan LePage, Hootsuite:
http://blog.hootsuite.com/twitter-timeline-changes/

"10 important changes you need to know about LinkedIn for 2015" by Greg Cooper, The Social Wrap:
http://benmartin.pro/10-important-changes-you-need-to-know-about-linkedin-for-2015-by-greg-cooper

"The Latest Round Of LinkedIn Changes: What You Need To Know" by William Arruda, Forbes Magazine:
http://www.forbes.com/sites/williamarruda/2015/03/11/the-latest-round-of-linkedin-changes-what-you-need-to-know/

"The Proven Ideal Length of Every Tweet, Facebook Post, and Headline Online," by Fast Company:
http://www.fastcompany.com/3028656/work-smart/the-proven-ideal-length-of-every-tweet-facebook-post-and-headline-online

"Infographic: The Optimal Length for Every Social Media Update and More," by buffersocial:
https://blog.bufferapp.com/optimal-length-social-media

"Social Media Character Limits Cheat Sheet," by Christie Montague: http://christiemontague.com/social-media-character-limits-infographic/

"Congress Argues On as Ex-Im Clock Winds Down" by Nuclear Energy Institute: http://www.nei.org/News-Media/News/News-Archives/Congress-Argues-On-as-Ex-Im-Clock-Winds-Down

"Discover the Many Possibilities of Natural Gas in the Home" by American Gas Institute: http://naturalgashome.aga.org/

"APSCU Statement on the College Ratings Framework" by Association of Private Sector Colleges and Universities: http://www.career.org/news-and-media/press-releases/gunderson-statement-college-ratings-framework.cfm

"Is Your Agency Contracting Out Inherently Governmental Jobs or Wasting Taxpayer Dollars on Bad Contracts?" by American Federation of Government Employees: https://www.afge.org/index.cfm?contentID=5970

"Bud Light's latest slogan backfired, and now people are accusing the brand of promoting rape" by Ashley Lutz, Business Insider: http://www.businessinsider.com/bud-lights-latest-marketing-slogan-backfired-2015-3

"Bud Light Dreams Up the Worst Possible Slogan for a Beer Company" by Alison Griswold: http://www.slate.com/blogs/xx_factor/2015/04/29/bud_light_s_no_means_up_for_whatever_the_worst_possible_slogan_for_a_beer.html

"Budweiser's Awful Super Bowl Ad Is a Perfect Illustration of Why Young People Don't Drink It" by Jordan Weissmann, Slate: http://www.slate.com/blogs/moneybox/2015/02/02/budweiser_super_bowl_ad_a_perfect_illustration_of_why_young_people_don_t.html

"Bud Light Apologizes For Message On Its Bottle That Critics Linked to Rape Culture?" by E.J. Schultz: http://adage.com/article/cmo-strategy/bud-light-a-bad-day/298302/

"Bud Light Deletes Tweet Suggesting You Randomly Pinch People For St. Patrick's Day" by Chris Morran, The Consumerist: http://consumerist.com/2015/03/17/bud-light-deletes-tweet-suggesting-you-randomly-pinch-people-for-st-patricks-day/

II. Further Reading

Research and articles in this section provide alternate perspectives, additional data and information that complement our presented material.

2015 Washington in the Information Age survey results (for more information, please contact your Dedicated Advisor or a member of our Research team)

"Here are the 12 Best Facebook Marketing Campaigns from the Past Year; Winners show what works in social" by Adweek: http://www.adweek.com/news/technology/here-are-12-best-facebook-marketing-campaigns-last-year-165332

"Voice and Tone," Mailchimp's internal training tool for teaching the organization's voice: http://voiceandtone.com/

NPR's Social Media Desk: http://socialmediadesk.tumblr.com/

"How to Create Perfect Social Media Posts," by Hubspot: http://blog.hubspot.com/marketing/create-perfect-social-media-posts-slideshare

"What's Your Social Media Strategy?" by Harvard Business Review: https://hbr.org/2011/07/whats-your-social-media-strategy