

COMMUNICATIONS COUNCIL MEDIA UNIVERSITY
AMU 411: SOCIAL MEDIA FUNDAMENTALS – PART II

Additional Course Resources

I. Examples

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

“Air Force Web Posting Response Agreement” by Air Force Public Affairs Agency:

<http://www.afpc.af.mil/shared/media/document/AFD-091210-037.pdf>

“Internet Trends 2015 – Code Conference” by Mary Meeker, KPCB: <http://www.kpcb.com/internet-trends>

“Global Consumers’ Trust in ‘Earned’ Advertising Grows in Importance” by Marisa Grimes, Nielsen:

<http://www.nielsen.com/us/en/press-room/2012/nielsen-global-consumers-trust-in-earned-advertising-grows.html>

“YouTube to Curate User-Generated Content” by Homa Zaryouni, L2: <http://www.l2inc.com/youtube-to-verify-user-generated-content/2015/blog>

“3 No-Brainer Reasons To Curate Content” by Heidi Cohen, Heidi Cohen.com:

<http://heidicohen.com/reasons-to-curate-content/>

“ALS ice bucket challenge donations put to work” by Caroline Chen, The Seattle Times:

<http://www.seattletimes.com/business/als-ice-bucket-challenge-donations-put-to-work/>

“Our Stories,” Care.com: <http://www.care.org/>

“FTC Warns Cole Haan Over Pinterest Contest,” Arent Fox: <http://www.arentfox.com/newsroom/alerts/ftc-warns-cole-haan-over-pinterest-contest#.Va1RhaRVikp>

II. Further Reading

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

“How to be more influential online” by Tracey Edouard, Mashable: <http://mashable.com/2015/07/16/more-influential-online/>

“How a bunch of government space geeks at NASA won the internet”: <http://qz.com/420267/how-a-bunch-of-government-space-geeks-at-nasa-won-the-internet/>

“The Art of Self-Promotion on Social Media” by Kevan Lee, Fast Company:

<http://www.fastcompany.com/3032287/hit-the-ground-running/the-art-of-self-promotion-on-social-media>