

# ENGLISH FOR SOCIAL MEDIA

UNLOCK YOUR BEST SELF —  
ENGLISH SKILLS FOR SOCIAL MEDIA SUCCESS!



## EFFECTIVE COMMUNICATION SKILLS

Express your thoughts and ideas clearly and confidently in English, tailored for social media platforms



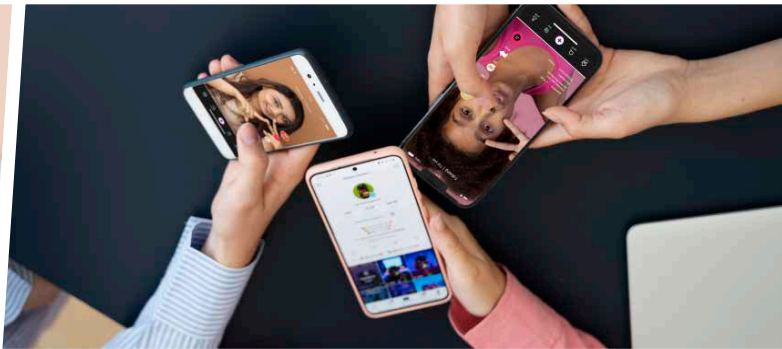
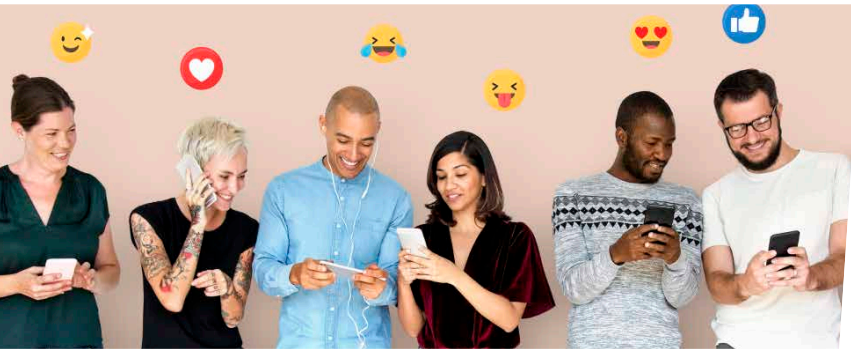
## ENGAGE CONTENT CREATION

Tips for creating compelling posts, captions, and comments that engage your audience and boost your online presence



## PERSONAL BRANDING STRATEGIES

Curate your social media profile to reflect your best self, making a positive impression on future employers



## COURSE INFORMATION



### AVAILABLE LOCATION

Vancouver



### CLASS & DURATION

25 & 30 lessons per week | 8 weeks

\* THIS ELECTIVE CLASS MUST BE COMBINED WITH ONE OF THE MORNING COURSES



### COURSE STARTING DATES

Every Monday



### ENGLISH REQUIREMENT

Completion of VanWest EAP 200 or Level 5

## TIMETABLE

TIME	MONDAY - FRIDAY
08:30 - 10:10	<b>English Class</b> General English <i>or</i> English for Academic Purposes (EAP) <i>or</i> Linguaskill Business
10:20 - 12:00	
12:00 - 13:00	Lunch
13:00 - 13:50	<b>ENGLISH FOR SOCIAL MEDIA</b>
13:55 - 14:45	

## COURSE OVERVIEW

TOPIC	LEARNING OBJECTIVES
<b>DIGITAL WELLBEING</b>	<ul style="list-style-type: none"> <li>Analyze health trends and reflect on screen time usage</li> <li>Expand vocabulary and write an informal email</li> </ul>
<b>PRIVACY &amp; DIGITAL FOOTPRINT</b>	<ul style="list-style-type: none"> <li>Discuss government access concerns about free speech and privacy</li> <li>Practice communication collocations in an essay</li> </ul>
<b>POLARIZATION</b>	<ul style="list-style-type: none"> <li>Define "polarization" and explore strategies to overcome it</li> <li>Expand friendship vocabulary and write an essay</li> </ul>
<b>MISINFORMATION</b>	<ul style="list-style-type: none"> <li>Distinguish real news from fake and avoid misinformation</li> <li>Compare verbs and write a film review</li> </ul>

TOPIC	LEARNING OBJECTIVES
<b>DIGITAL MARKETING LANDSCAPE</b>	<ul style="list-style-type: none"> <li>Explore social media's impact on marketing</li> <li>Expand shopping vocabulary and write an essay</li> </ul>
<b>PERSONAL BRANDING &amp; SOCIAL MEDIA ETIQUETTE</b>	<ul style="list-style-type: none"> <li>Learn social media dos and don'ts</li> <li>Develop vocabulary for norms and use will/shall for requests</li> </ul>
<b>PROFESSIONAL INFLUENCE</b>	<ul style="list-style-type: none"> <li>Build a professional LinkedIn presence and expand job vocabulary</li> <li>Use multimedia in content marketing and write a formal application letter</li> </ul>
<b>ENGAGING ON SOCIAL MEDIA</b>	<ul style="list-style-type: none"> <li>Engage with the community and increase audience interaction online</li> <li>Compare say, speak, talk, and tell, and practice proofreading</li> </ul>