



Social Media Communication

The Social Media Communication Pathway is a three-year program that prepares students for careers in digital communication, content creation, and online marketing. Through hands-on projects, writing practice, and real-world applications, students develop the technical, creative, and strategic skills needed to thrive in the fast-paced world of social media.

Location: John F. Kennedy High School

Courses

Intro to Social Media Production (Grade 10)

Introduction to Social media is the primary course in a sequence of three communication pathway courses. Students in this course will explore the history, foundations and current trends of Social Media. Analysis in the four units includes the past and present of social media, legality & content, preparing yourself socially for social media and how to begin your social media marketing career. Learning centers around career ready practices that includes understanding trends, targeting customers, creating new ideas and creating an authentic self to show in social media. Students will complete hands-on, experiential social media communications while strengthening core competencies in math, technology and language arts.

Writing for Social Media (Grade 11)

The course explores writing for various social media platforms. Students learn practical techniques used in producing social media content that promotes audience affinity and loyalty. Students will explore the relationship between tone, audience, purpose, and text in a cross section of social media posts. Students will discuss basic tenets of good social media writing, examine examples, assess what makes them effective and consider the appropriate tone and voice for content to resonate with intended audiences. Students will learn to write effectively and establish a coherent writing process; learn editing techniques; and examine the interplay among context, content and style.

Social Media Capstone (Grade 12)

The Social Media Capstone provides students with the opportunity to apply their knowledge of social media strategy, content creation, brand voice, analytics, and ethical digital behavior in real-world settings. Students will manage social media accounts, create cross-platform campaigns, conduct market research, and assess the effectiveness of content using analytics tools. The course culminates in an individual or group capstone project where students develop and execute a complete social media campaign for a real or simulated client.

Skills Gained

- Hands-on social media campaign experience
- Writing and Branding Skills
- Professional-level digital literacy

Careers

Content Creator (TikTok, YouTube, Instagram) - Influencer Marketing Coordinator - Digital Marketing Specialist -Public Relations Specialist (with a social media focus)- Audience Engagement Strategist

*This pathway gives students a launchpad for **entry-level jobs right after high school** (like social media assistant, content creator, or marketing intern), while also preparing them for **college majors** in marketing, communications, media studies, or public relations.*