

# Strategic Communications, Social Media & Society

## In this program you will learn...

- What strategies communications leaders use to engage, inform and influence social media users on a massive scale.
- If social media storytelling can empower marginalized voices to foster social change in today's interconnected world.
- What the current trends and emerging technologies reshaping the field of strategic communication are.
- How strategic communication professionals are using AI and social media algorithms to maximize visibility and reach.
- What ethical considerations are important to consider when designing and implementing strategic social media campaigns.
- How we can identify and speak back to the potential biases or hidden agendas within ubiquitous social media messaging.

In our Strategic Communications, Social Media and Society program, you will learn about how PR, advertising, public affairs, storytelling, branding, entertainment, propaganda, activism and online influence converge.

Fourth-year practicum and internship options are available.

**Learn how strategic communicators harness the power of social media platforms to engage minds, shape perceptions and drive social change.**



## What will I study?

- Advocacy and Activist Media
- Information, Misinformation and Disinformation
- Online Creators, Influencers and Entertainers
- Political Communication
- Rhetoric, Persuasion and Propaganda
- Social Media Advertising and PR Campaigns
- Social Media Technologies and Algorithms
- Social Media Users and Impacts
- Strategic Communication

## What can I do with my degree?

From the not-for-profit sector, to large corporations and in every level of government, all organizations need effective social media communicators. You'll be prepared to pursue career opportunities such as:

- Content Creator
- Brand Strategist
- Digital Communications Consultant
- Digital Marketing Specialist
- Digital Media Researcher
- Online Community Manager
- Public Relations Specialist
- Social Media Analyst
- Social Media Strategist

## Want more information?

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