

Learning to Teach Social Media Marketing By Becoming a YouTuber

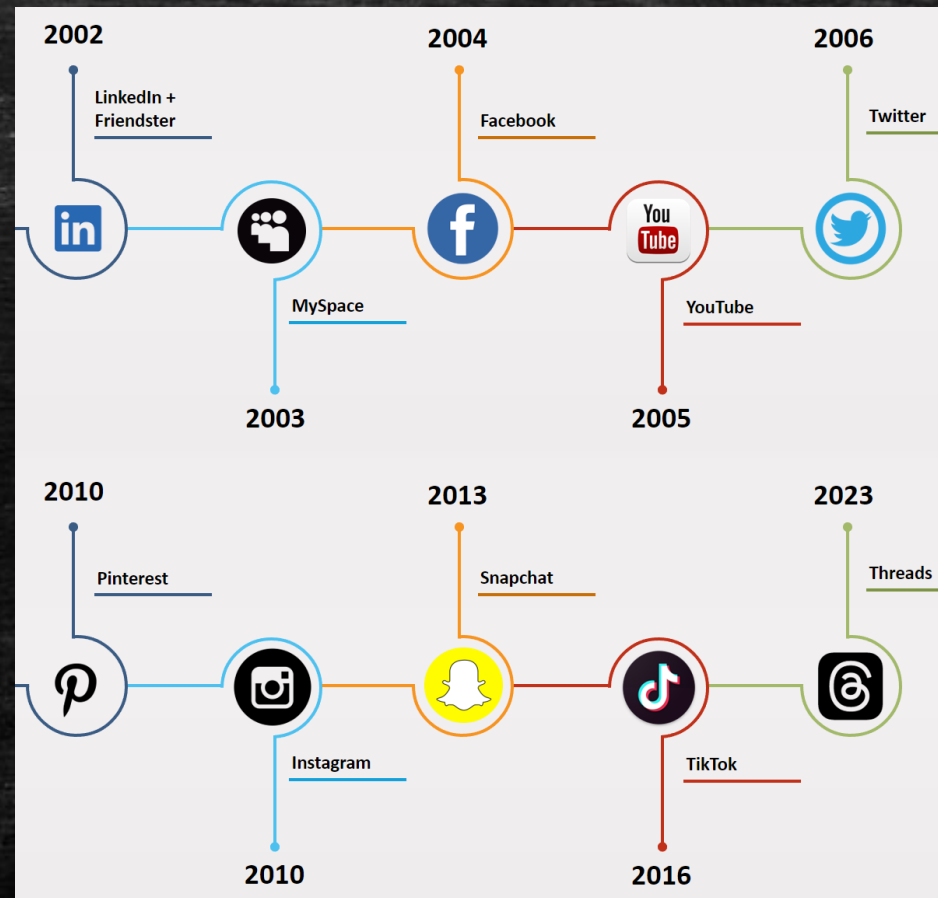
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Marketing Discipline Evolved

- Social media was originally created to connect people
- Shifted into a medium to sell goods and services
- Adopted by organizations to market their products

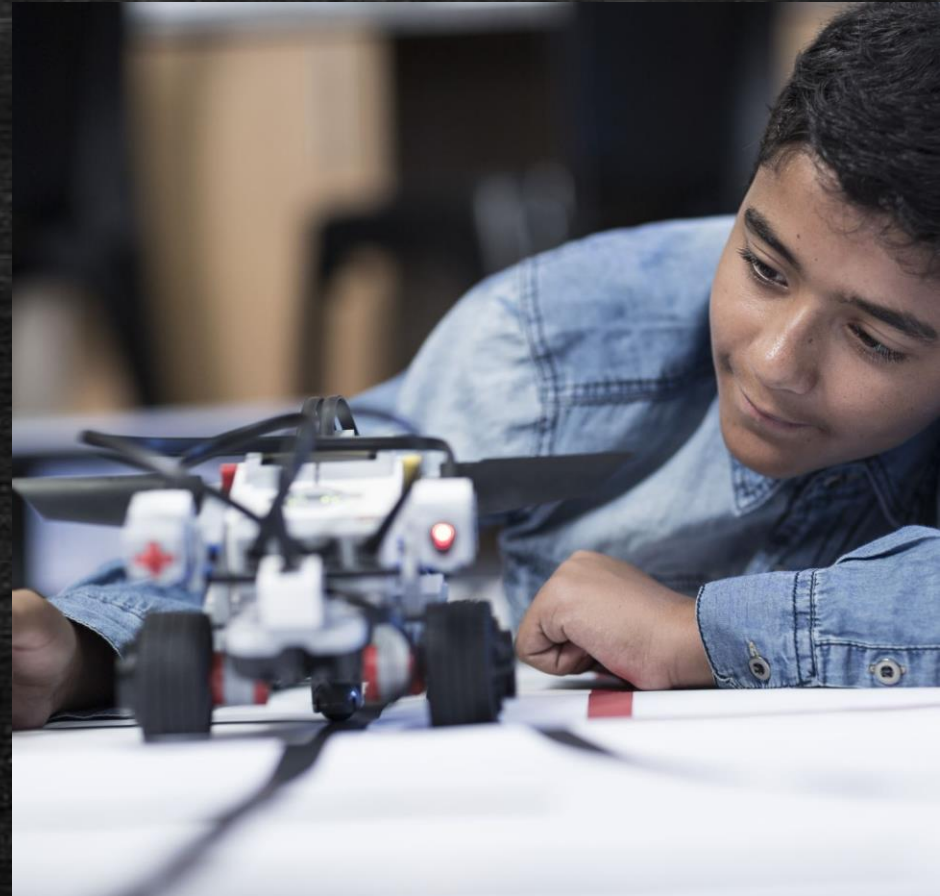


Social Media Timeline 2002 - 2024



Experiential Learning -- Teaching

- Best way to learn something is by experience
- Best way to teach something is by having first-hand experience



What Our Students Tell Us



- They don't know how to do that
- They don't feel like doing that
- They don't have time to do that
- They're not good at that
- They don't know why they have to do that
- They don't see the value in doing that
- They don't know if they will like doing that

What We Tell Our Students

- Just give it a try
- You'll never know unless you try
- I have faith in you
- You know more than you think
- Don't be afraid to try new things
- Making mistakes is how you learn
- Failure is redirection



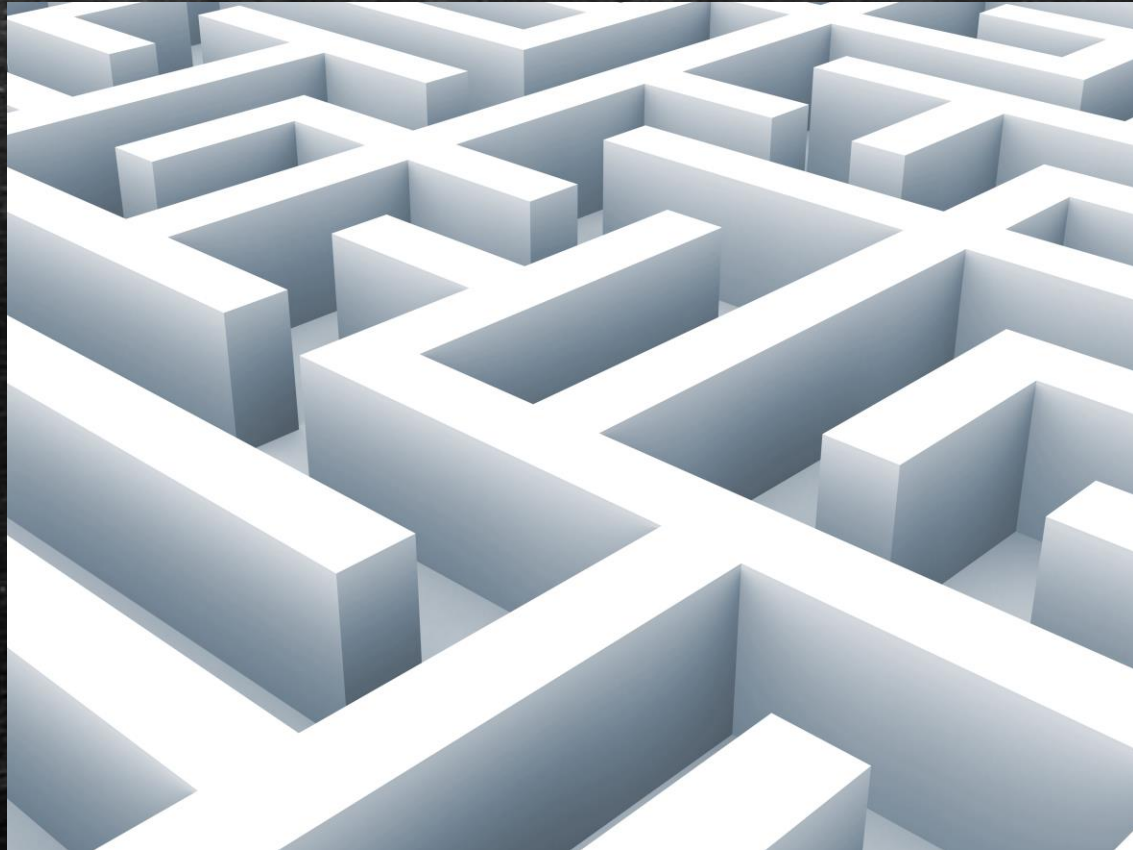
Inspiration from Student Frustration



- Nobody is helping me
- I don't know how to do this
- What am I supposed to do?
- Where do I go for that?
- I don't remember that
- Where is that again?
- What did you say?

Fear of Exposing Themselves

Some students have
Imposter Syndrome
and will not ask
questions



Covid Diminished the Student Experience

Orientation programs were abbreviated, moved online, cut back, or eliminated in 2020 and 2021



College Conversations with Dr. Fedor

The image shows a screenshot of a web browser displaying the YouTube channel page for 'College Conversations With Dr. Janice Fedor'. The browser's address bar shows 'youtube.com'. The channel banner features the text 'College Conversations with Dr. Fedor' and 'Your most important questions answered, every week.' along with a circular profile picture of Dr. Janice Fedor. Below the banner, the channel name 'College Conversations With Dr. Janice Fedor' is displayed, followed by the handle '@collegeconversations', 5.09K subscribers, and 158 videos. A bio states: 'Dr. Janice Fedor has worked in higher education for the past two decades as a professor, a...' and includes a link to a Udemy course: 'udemy.com/courses/search/?src=ukw&q=how college works and 1 more link'. There are buttons for 'Customize channel' and 'Manage videos'. The page has tabs for 'Home', 'Videos', 'Shorts', 'Playlists', and 'Community'. The 'Home' tab is active, showing a video player for 'Introducing College Conversations--Tips for College Students' with a thumbnail that says 'What's the best way to prepare for college?'. The video has 584 views and was posted 2 years ago. Below the video, there is a text description: 'Welcome to College Conversations with Dr. Fedor! Follow me ...' and a 'READ MORE' link. On the left side, there is a navigation menu with options like 'Home', 'Shorts', 'Subscriptions', 'Your channel', 'History', 'Your videos', 'Watch later', and 'Show more'. Below the menu is a 'Subscriptions' list including Riley Rehl Vlogs, Danny Gonzalez, Josh Madakor, Riley Rehl, Think Media, YouTube Creators, and Jessica Fedor. The bottom of the screenshot shows a macOS dock with various application icons.

Evergreen Topics Became Videos

- What is a Syllabus?
- What is a Prerequisite?
- Tips on Meeting with your Academic Advisor
- Understanding Credit Hours
- How to Prepare for College
- Should you take a Gap Year?
- How to Ace Class Participation

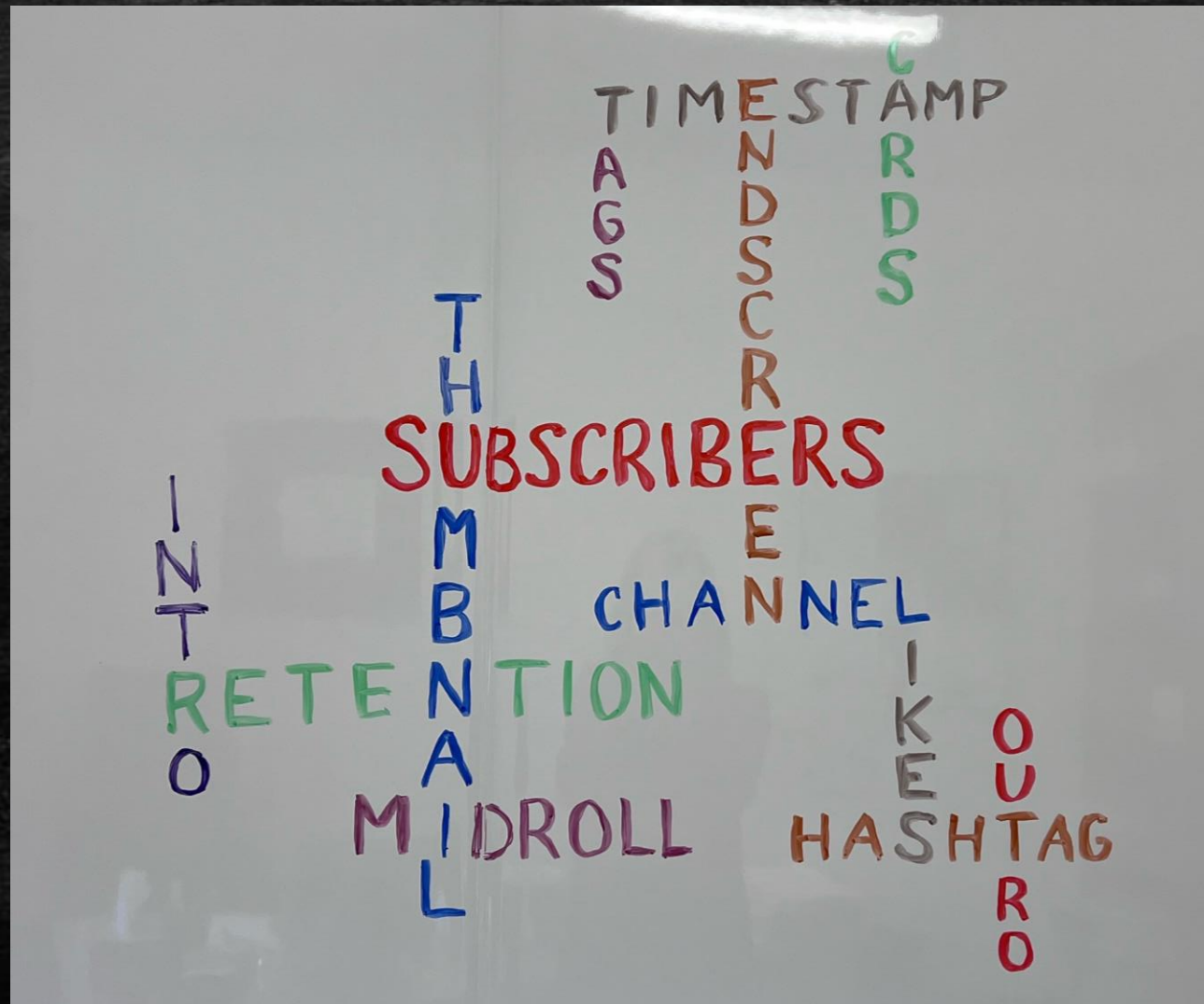
Inspiration for Video Topics

The screenshot shows the YouTube Studio interface for a channel named 'College Conversations With Dr. Jani...'. The 'Videos' tab is selected, displaying a list of six video uploads. Each video entry includes a thumbnail, title, description, visibility, monetization status, restrictions, date, views, comments, and likes/dislikes.

Video	Visibility	Monetization	Restrictions	Date	Views	Comments	Likes (vs. dislike)
You May Not Know You're Cheating C... Prof. Daniel Ball discusses how technology has influenced the possibility...	Public	On	None	May 24, 2023 Published	2,193	0	100.0 53 like
Planning is a Learned Skill College C... Not a great planner? Don't beat yourself up! You can learn to become a better...	Public	On	None	May 19, 2023 Published	2,206	0	100.0 87 like
Learning to Learn through Liberal Arts ... Taking courses outside your major helps you to build a broad base of knowledge...	Public	On	None	May 12, 2023 Published	2,172	0	100.0 5 like
Does Chat GPT promote intellectual la... Does Chat GPT promote intellectual laziness? Dr. Maja Zelhic explains how...	Public	On	None	May 2, 2023 Published	1,562	0	100.0 4 like
Career Paths & Zig Zags College Con... Terrell Joyner shares his journey that led him to a career in finance. Embrace your...	Public	On	None	Apr 29, 2023 Published	2,768	2	100.0 232 like
Sports Management Career Paths Co... Interesting in a career in sports management? Learn from Chris...	Public	On	None	Apr 22, 2023 Published	2,807	0	100.0 476 like
How To Win In Senior Year Collana...	Public	On	None	Apr 15, 2023	2,644	0	100.0

Interviews with professors, academic advisors, administrators and entrepreneurs

YouTube Terminology



Ethnographic Research = A qualitative method for collecting data by immersing yourself in a particular community. A field-oriented activity with cultural interpretations



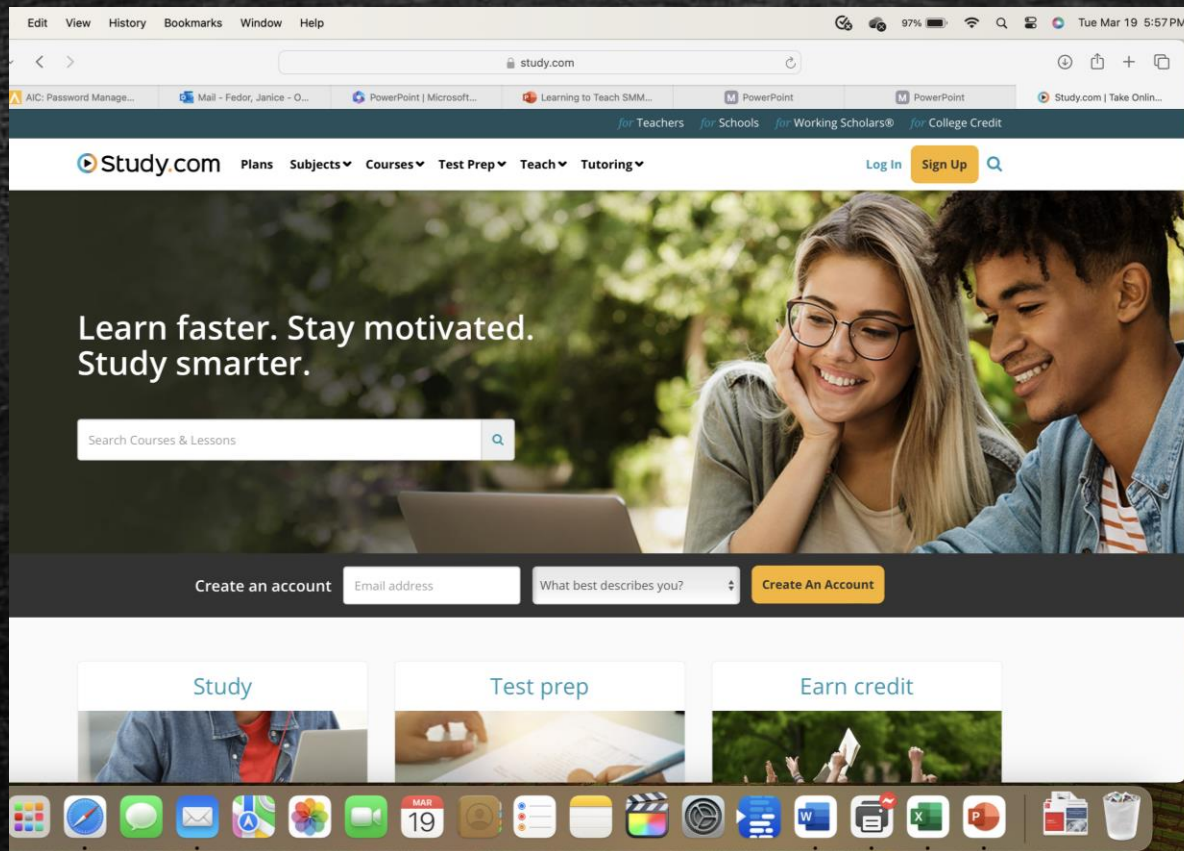
YouTube Channel Dashboard

The screenshot displays the YouTube Studio Channel Dashboard in a Safari browser window. The interface is organized into several key sections:

- Channel Profile:** Located on the left, it features a profile picture of a woman and the channel name "Your channel" with the description "College Conversations With Dr. Jani...". A sidebar menu includes options for Dashboard, Content, Analytics, Comments, Subtitles, Copyright, Earn, Customization, Settings, and Send feedback.
- Channel dashboard:** The main content area is titled "Channel dashboard" and includes:
 - Latest video performance:** Shows a video titled "Tips for using Chat GPT" with a thumbnail featuring a woman and a blue logo. It reports 27 views, 1 comment, and 2 likes. Below this, it shows a ranking of 10 out of 10 videos, with a view count of 27, an impressions click-through rate of 1.4%, and an average view duration of 1:48.
 - Channel analytics:** Displays "Current subscribers" at 5,098, with a note of "+18 in last 28 days". A summary table for the last 28 days shows 2.4K views, 83.7 watch time (hours), and \$10.88 estimated revenue. It also lists "Top videos" such as "Understanding Credit Hours" (130 views) and "How to Pass Your Capstone Course" (8 views).
 - News:** Features a banner for "Our 2024 Priorities" and a headline "YouTube CEO: 4 Big Bets for 2024" with a brief description of the CEO's priorities.
 - Ideas for you:** Promotes "BrandConnect" with the text "Connect with brand deals on YouTube" and "Looking for new ways to connect with brand deals? You're invited to try BrandConnect, where you can collaborate with brands on their upcoming campaigns directly in YouTube."
 - Latest comments:** A section for recent viewer comments, currently showing "Channel comments I haven't responded to".

The browser's address bar shows "studio.youtube.com" and the system tray at the bottom includes icons for various applications like Safari, Mail, and the system clock showing "FEB 27".

Affiliate Marketing Opportunities



Challenge to mention Study.com organically during videos

What I Learned About Social Media

- Executing is harder than it looks
- Full-time job
- Landscape is always changing
- Extremely powerful
- Underutilized by many organizations



What I am Teaching About SMM

- Principles of marketing remain the same
- SMM is a vehicle to execute the principles
- Accept that you will have to keep adapting to new platforms
- Consider SMM campaigns a work in process
- Adopt what makes sense; not just because it is new technology

Do You Have any Questions?



Thank you!