



Social Media Pacing Guide

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Week	Dates	Assignments
0	08/11 – 08/17	Complete Welcome Calls
1	08/18 – 08/24	01.00 Behind the Screens Pretest 01.01 Social Media: A Brief But Eventful History
2	08/25 – 08/31	01.02 Your Brain on Social Media 01.03 Follow the Leader
3	09/01 – 09/07 09/01 No School – Labor Day	01.04 Drawing a Digital Line
4	09/08 – 09/14	1.05 Digital Demeanor
5	09/15 – 09/21 09/19 No School – Inservice Day	02.00 Social Media Savvy Introduction 02.01 What's the Big Idea?
6	09/22– 09/28	02.02 DBA Phone Call--- Social Media Savvy Discussion Based Assessment
7	09/29 – 10/05	02.03 Certificate of Authenticity Please
8	10/06 – 10/12	02.04 The Social Media Persuasion Playbook 2.05 Spot the Spin
9	10/13 – 10/19 10/13 – No School Teacher Planning	02.06 Whose Side Are You On? 03.00 Wired to Inspire Introduction
10	10/20 – 10/26	03.01 Becoming a Social Media Boss
11	10/27 – 11/02	03.02 The Social Circuit 3.03 Making a Change
12	11/03 – 11/09	03.04 Polished Posts 03.05 Lights, Camera, Engagement
13	11/10 – 11/16 11/11 – No School Veterans Day	04.00 The Me in Social Media Introduction 04.01 Are You Talking to Me?
14	11/17 – 11/23	04.02 DBA Phone Call—The Me in Social Media Discussion Based Assessment

15	11/24 – 11/30 11/24-28 No School - Thanksgiving	Week of Thanksgiving – Catch up if you are behind pace
16	12/01 – 12/07	04.03 Visual Vibes 04.04 Digital Action 04.05 Brand You
17	12/08 – 12/14	04.06 Unveiling Your Online Self 04.07 Segment Final Exam
18	12/15 – 12/21	