



SOCIAL MEDIA AND THE MODERN COMMUNICATOR

Quick Start Guide



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Welcome to the Social Media and the Modern Communicator Course. We're thrilled to be working with you!

Following is some information to help you get started. But if you have any questions along the way, please don't hesitate to email us.

COURSE DESCRIPTION

The Social Media and the Modern Communicator Course is designed to provide you the core information anyone seeking truth may need, but with the convenience of online education.

- The program consists of sixteen lessons (i.e.: Using Facebook, The Modern Day Communicator: Case Studies, Becoming the Customer Service "Captain", etc.)
- Each lesson is designed to take 10-20 minutes to complete.
- As long as you complete each lesson (i.e., click the Orange Continue button at the bottom), the system will keep track of where you are.

WHAT LESSONS ARE INCLUDED?

Through the Social Media and the Modern Communicator Course you will hone and advance your skills around digital communication strategy, from best practices to crisis communications and customer service.

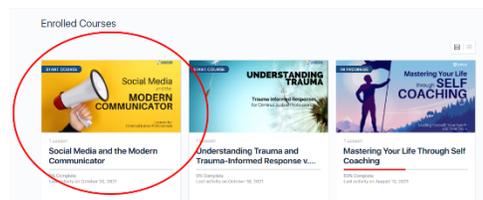
First, we will look at the social media platforms and how each has its own advantages when it comes to connection and engagement. Then, we will shift to seeing how messaging and conversations on those platforms can resonate with audiences, and how that in turn provides agencies with critical components for staying in the driver's seat of information.

We will wrap up the course by exploring how misinformation has impacted social media messaging, and also working to ensure that those who monitor and run social media channels for agencies know how to also take care of themselves when the platforms can become overwhelming.

HOW DO I GET STARTED?

In your welcome email you would have received your user ID and password.

- Go to <https://academy.justiceclearinghouse.com/>
- Click “Sign In” (Upper right corner of your screen)
 - Use the Log in ID: **[refer to email]**
 - Password: **[refer to email]**
- Click **Log In**



- On the Course Page, select **Social Media and the Modern Communicator**

- Click **Start Course**.



- You'll land at the overview. Click the Begin Course button



- Click the **Start Topic Button** at the top of the page



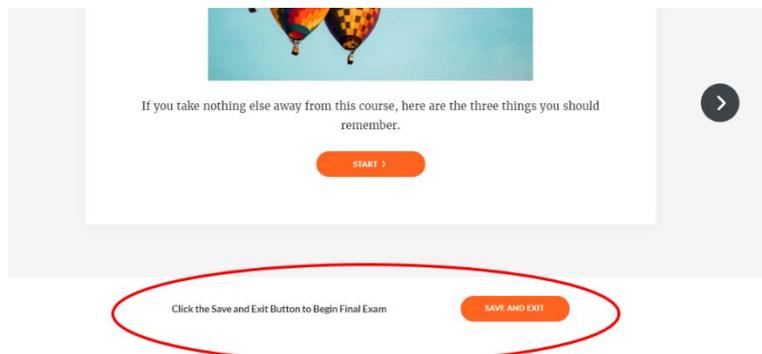
The world as we know it is digital first -- social media profiles, digital audiences, and online engagement aren't just a nice to have -- they are now a necessity. How and why agencies devote time and resources to this effort is important, as stories, connections, and conversations often arise first and foremost in a digital space. This online course is designed to help attendees hone and advance their skills around digital communication strategy, from best practices to

- Go through and watch the videos and participate in each of the topic's content. **When you have completed all of the material, you will see an Orange Button at the bottom of the page.**

Click the Orange Continue Button to continue to the next topic.



- On the final lesson, click the “Save and Exit” button to return to the course page. You can then begin taking your final, cumulative quiz.



ARE THERE TESTS OR QUIZZES?

There is a cumulative, online final quiz with 35 questions covering all of the material in the Course. You will have one hour to complete this final exam.

YOU MENTIONED A FINAL QUIZ?

The cost for taking the final quiz is included in the course price.

This final exam is:

- Completed within 60 minutes
- 35 questions long
- Format: Multiple Choice, True/False, Select All that Apply
- Final exam questions are drawn from all the lessons taught throughout the course.
- You must score at least 80% to receive a certificate of completion. You can retake the exam if you do not score at least 80%.

CAN I START AND STOP A TOPIC WITHIN A LESSON?

Yes – as long as you get to the bottom of a lesson and click the “Continue” button, the system will retain your progress.

CAN I GO BACK AND REVIEW?

Yes. Once you've completed a lesson (or topic) you can always go back and review. In fact, we encourage it. 😊

HOW DO I RECEIVE MY CERTIFICATE?

Once you have completed all of the lessons in the program and passed the final exam, you will be provided access to your certificate.

QUESTIONS?

If you have any additional questions, please do not hesitate to contact support at support@justiceclearinghouse.zohodesk.com.