Portland State University Offers
“Social Media for Public Service Professionals”

As a public or nonprofit professional, you can no longer ignore social media.

Whether you choose to opt-out of these technologies, fully embrace them, or find a middle ground, this decision is increasingly relevant to our work.

Portland State’s College of Urban and Public Affairs is now offering a 3-credit course which will explore the social media landscape and its influence on our world and provide hands-on training for evaluating and using social media tools in the context of a strategic public engagement program.

Along with short papers, a final project will consist of developing a comprehensive social media plan for a real organization. If you’ve been waiting to implement such a plan in your workplace, here’s your chance!

The course is offered as a weekend intensive on Friday evenings / Saturdays:

    April 11 and 12 • May 2 and 3 • May 16 and 17

To enroll, connect to the PSU Catalog and register with the following CRNs:

    PA 410 (undergraduate): CRN 65673 • PA 510 (graduate): CRN 65674

PSU Catalog (Spring 2014) (Link)

Portland State University