



Home

Courses

How to Register

Student Resources

International Professionals

About Us

Three Campuses

Find a Course

SCS Home » Life at SCS » U of T SCS Instructors at Social Media Week

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Business &
Professional Studies

Creative Writing

Languages &
Translation

Arts & Science

English Language
Program

Online Learning

U of T SCS Instructors at Social Media Week

U of T School of Continuing Studies instructors Diane Bégin, Cyrus Mavalwala, Eden Spodek and Martin Waxman, of the SCS Digital Strategy and Communications Management Certificate program, will lead a panel discussion in Toronto as part of Social Media Week, a world-wide conference on social media.

At their session, [Social Media Goes to University](#), the panel, comprised of Bégin, Mavalwala, Spodek and Waxman, will explore a strategic approach to teaching social media skills for a professional context. Social media management is often considered mostly learned through hands-on training. Judging by consistently full enrolment in the certificate's courses, aspiring practitioners have felt the need for a more structured approach. The School of Continuing Studies has created a program focused on digital communications strategy and social media practices in a formal certificate framework.

"I think it's interesting as new communications tools are introduced into society that people think they can't be taught in the classroom. Any knowledge acquired in a classroom setting still helps to take you to that next level much quicker" says Bégin.

Mavalwala believes that "the beauty about this panel is that the audience is guaranteed to hear a number of different perspectives." Spodek adds that the topics of discussion will include "the challenges our team faced developing the curriculum, how we're managing to keep it current, and how students and instructors use social networks to sustain engagement." The panel will also offer their report card on the state of social media education in 2013 and discuss the ways that they keep the curriculum relevant and the students engaged.



A student in the Foundations of Social Media Management at U of T SCS takes notes.

When it comes to the importance of studying social media, Waxman argues that "our new communications landscape demands lifelong learning. Now that we have more case studies, successes, failures and results to examine, we can look at how to strategically harness digital and social media in a more formal setting. The key is to ensure the classes can adapt as fast as the platforms."

Find out more about the [Digital Strategy and Communications Management Certificate](#) or any of its classes, [Foundations in Digital Communications Strategy and Social Media](#), [Social on the Inside: Digital Strategies for the Enterprise](#) and [Advanced Practices in Digital Reputation Management](#).

Social Media Week is an international event that runs in multiple cities including Sao Paulo, Tokyo, Los Angeles, Berlin and 2013 marks the third year of events running in Toronto. Workshops are free to attend, but do require registration. To attend [Social Media Goes to University](#), please [register here](#).

19-September-13

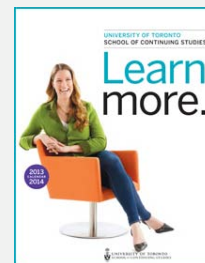
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