

Social Media for Beginners

Welcome to my podcast series. I'm your host, Eileen Chang.

Social media for beginners is a podcast series designed to introduce different types of social media to students studying public relations and PR professionals looking to expand into social media. Each podcast introduces a new social media outlet, covering points such as: what it is, the components that make it up and the benefits of its use. It offers a brief look into social media for general understanding.

Schedule

Week 1: Intro to social media

Week 2: Intro to blogging

Week 3: Intro to social networking

Week 4: Intro to social bookmarking

Week 5: Intro to the social media news release

Show Notes for Week 5: Intro to the social media news release

On this week's show, I introduce what the social media news release is.

Intro music	:00-:10
Overview of Social Media for Beginners	:10-:39
Today's Podcast	:39-1:29
What is the social media news release?	1:29-3:28
The components	3:28-6:49
The benefits	6:49-8:31
Recap: Social media for Beginners	8:31-8:50
Sign off	8:50-9:03