

An Instructor's Checklist for Teaching Social Media in Business Communication with Impact

Social media has fundamentally transformed how businesses communicate. Instructors of business communication can harness social media to prepare students for the realities of digital interaction across industries. Use this checklist to guide your integration of social media concepts and tools into your curriculum.


- ☐ Introduce students to how social media shapes brand identity and public perception.
- ☐ Analyze how companies like Starbucks use visual storytelling to promote brand values.
- ☐ Create assignments where students manage a simulated brand's social media account.
- ☐ Use Delta Air Lines' Twitter strategy as a case study in customer engagement.
- ☐ Have students draft responses to customer feedback or complaints on social media.
- ☐ Explore influencer marketing with examples like Revolve's partnerships on Instagram.
- ☐ Discuss the ethics and ROI of influencer marketing campaigns.
- ☐ Study crisis communication strategies using Marriott's 2018 data breach response.
- ☐ Role-play social media crisis management in class exercises.
- ☐ Teach content marketing principles through platforms like HubSpot.
- ☐ Assign students to plan a content calendar featuring blog posts, infographics, and videos.
- ☐ Encourage employee advocacy projects using platforms like LinkedIn.
- ☐ Explore IBM's approach to employee social sharing as a model.
- ☐ Teach students to use social media analytics tools like Hootsuite or Sprout Social.
- ☐ Analyze engagement metrics to assess content performance.
- ☐ Introduce students to emerging formats like Instagram Stories and Snapchat.
- ☐ Assign projects using ephemeral content for time-sensitive campaigns.

- ❑ Explore live streaming trends using platforms like Facebook Live or YouTube Live.
- ❑ Have students simulate a product launch via live video presentation.
- ❑ Ensure students can explain how social media fits into broader business communication strategies.

By integrating these strategies, business communication instructors can enrich their curriculum and better prepare students for the evolving landscape of digital communication. Social media isn't just a tool—it's a dynamic environment that reflects and shapes how businesses operate.

WHY AI LITERACY IS THE NEW CORE COMPETENCY IN BUSINESS COMMUNICATION

1 THE COMMUNICATION LANDSCAPE HAS CHANGED



FROM EMAILS TO ALGORITHMS, THE NEW COMMUNICATION FRONTIER.


- Tools like ChatGPT, Grammarly, and Hemingway Editor are commonly used.
- Professionals must know how AI affects clarity, tone, and credibility.

COMMUNICATORS WHO CAN'T USE AI WILL FALL BEHIND

- AI is used in writing proposals, summarizing meetings, and generating visual content.
- Resumes, presentations, and email are increasingly AI-assisted.
- AI-savvy communicators are faster, sharper, and more effective.


2 AI TOOLS ARE THE NEW WORKPLACE NORM

COMMUNICATORS WHO CAN'T USE AI WILL FALL BEHIND



- Miss faster, smarter messaging their competitors already mastered.
- Lose relevance in AI-powered business environments.
- Fall behind in speed, scale, and strategic insight.

3 EMPLOYERS ARE DEMANDING AI FLUENCY




JOB-READY MEANS AI-READY

Job postings increasingly list "AI communication skills"

- Candidates must understand prompts, feedback loops, and ethical AI use.
- Interviews are increasing AI-analyzed for nonverbal cues, behavior and personality insights, and paralinguistic features.


4 ETHICAL COMMUNICATION NOW INCLUDES AI



CAN YOU SPOT AN AI DEEPAKE? CAN YOUR STUDENTS?

- Real Faces, Fake Voices:** Deepfakes can make people appear to say things they never did—blending video and audio with AI precision.
- Emotion Over Evidence:** These fakes are designed to spark strong reactions before you think critically.
- Detecting Requires Understanding:** Spotting deepfakes takes more than sharp eyes—it takes AI awareness and digital literacy.

DON'T JUST TEACH BUSINESS COMMUNICATION. FUTURE-PROOF IT.



- Don't just teach business communication—future-proof it.
- Integrate AI Skills Early: Prepare students to write, edit, and present with AI as a trusted co-creator, not a threat.
- Emphasize Ethical Fluency: Teach students how to navigate misinformation, bias, and deepfakes with confidence and clarity.

In today's workplace, AI literacy isn't optional—it's foundational. As the attached infographic illustrates, business communication now demands the ability to collaborate with AI, interpret AI-generated content, and use AI tools to craft clear, persuasive messages.

Business Communication Today, 16th Edition, makes this shift seamless. With AI woven into every chapter, it helps students develop the communication skills employers want and the AI fluency they expect. This isn't just smart learning—it's future-ready education by the leading authors in the field.

