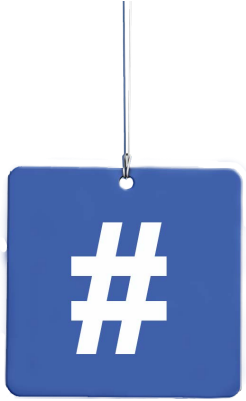


Module 1

Checklist for Final Capstone Project



Outcomes: Student will organize, review, and if needed create any additional Capstone content preparation to submit at the end of the Module. Student will have a professionally branded website to use as a portfolio or resume when applying for a position as a social media specialist or to send to potential clients.



Overview

Module 1

- Introduction
- Reading: Website Checklist
- Lecture Materials: Checklist Details
- Self-check: Full Circle
- Competency Assessment 1 | Create a Plan

Introduction



You've almost made it! By the time you are reading this introduction you are about to begin the final Module of LB iLearn's Social Media Specialist curriculum. You have learned about and gathered a wealth of information and will be able to move forward in your new career in Social Media.

This final Module is a bit different than what you have experienced to date. It will focus on preparing for your final Capstone project and the reviewing of information for the future.

A Capstone project or experience is a culmination or multifaceted assignment that shows a complete deep understanding of the topic. For you, this is represented in your final submission of your personal/professionally branded website.

On the next Canvas page you will find a CHECKLIST to guide you in preparation for submitting your website. You have already created many of the items on the checklist during this course. However, there will be additional assets or writings that will need to be added.

One of the benefits of submitting a Capstone project is that you will have a professional website to use as a resume or portfolio for employment or for showing potential clients. Therefore, your hard work will have an immediate advantage.

Remember, this course was designed so that you could take the information you learned and immediately apply it in your work or for a client. This is real-life teaching and is applicable today.