Apprentice Syllabus

Program Overview

Elephant Academy teaches you to do two things: do well while doing good.

More specifically, we'll train you in how to rock social media, blogging, editing and journalism ethics, with a mindful mission weaved throughout each phase.

Projects: Each phase, or module, involves a project that implements the skills and tips we're teaching. These projects are a requirement for your successful completion of Elephant Academy.

Social Media: All specified assignments outlined below are for that section only with the exception of social media pages. If you choose to partake in *elephant's* social media challenge, which is recommended but not required, you will be assigned 1-2 Facebook focus pages where you can experiment and learn, live. Apprentices will maintain, schedule and grow the *likes* and *reach* of your assigned page(s) for the duration of the apprenticeship. You'll have plenty of support from TAs and editors in doing so. To learn more about these responsibilities, you can watch this [video](). You'll have the first two days of the program to decide if you want to learn through our social media challenge.

Final Project: You can publish a final blog showcasing your new skillset as a mindful communicator and journalist.

Guidelines:

1) Communicate with us! We love working with you and want you to succeed. When in doubt, don't hesitate to touch in with us regarding your questions, concerns or whatever it is you're curious about: academy@elephantjournal.com.
2) Meetings can be attended from anywhere in the world (if you have solid wifi). We encourage you to attend weekly meetings live so you can ask questions and comment, but you're welcome to review the meeting material after the fact if you

have a conflict. If your timezone doesn't allow you to attend meetings, you can review meeting material and catch up on what you've missed as long as you complete assignments and small group meeting responsibilities.

1) Please subscribe to *elephant journal* (if you don't already!). This is required to access the volume of content you'll need to complete your homework. Click here to join for US $24/year (very affordable—most subscriptions are 3x this) or $108 for a lifetime subscription. Even our staff pay this small subscription fee to help support our website development, quality editing and web expenses. Doing so enables us to feel, not just intellectually know, how a platform for independent journalism and mindful creative writing can survive, and thrive, in 2017.

3) You must have a reliable internet connection and a Facebook account (you can create a temporary one if you don't want to be on FB longterm). You will need a working computer to complete your homework assignments.

Program Schedule:

Module 1: Social Media

Project: Daily posting and scheduling. Grow the likes and reach for your assigned Elephant Journal Facebook page (if participating on Facebook) and explore new social media strategies for your career. Build your own Facebook professional page or Instagram account to share up your writing.

Meeting 1: Syllabus, Expectations, Introduction & Facebook.

Meeting 2: Titles, Intros & Images on Facebook.

Meeting 3: Other Social Channels: Twitter, Pinterest, Instagram, Tumblr, Newsletters & SoundCloud.

Meeting 4: Facebook Live

Meeting 5: Guest lecture.

Module 2: Journalism Ethics

Project: Report on a journalism case study in the 21st or 20th century.

Meeting 1: Journalism Ethics Basics, Buddhism & *elephant's* mission.

Meeting 2: Libel, Slander, Plagiarism & Sourcing. Group-led conversation surrounding *All the President's Men* and Edward Murrow.

Meeting 3: Slow Social Media, Slow Journalism & Journalism Project

Module 3: Writing

Project: Weekly writing assignments.

Meeting 1: Writer's Block, Emotionalism & Writing Habits.

Meeting 2: Intrigue, Voice, Research & Writing for an Audience.

Meeting 3: Guest lecture.

Module 4: Editing

Project: Weekly editing assignments and final thesis.

Meeting 1: Introduction to WordPress and Quick & Dirty Editing Checklist. Peer Editing.

Meeting 2: Editing Fine Tuning & Discussion.

Meeting 3: WordPress Challenge & Elephant Academy Graduation.

This schedule is subject to change.
Questions? Email academy@elephantjournal.com for more information.