elephant ACADEMY

SYLLABUS

Welcome to Elephant Academy! This syllabus is an excellent guide for what we'll cover, but we'll include more detailed and up-to-date information after every weekly meeting in our private Facebook group and on our apprentice e-learning hub.

Program Overview

Elephant Academy teaches social media, blogging, editing and journalism ethics, with mindfulness instruction weaved throughout each module. Elephant Academy offers the opportunity to learn in a challenging virtual newsroom environment, running social media live for a major site (which is both high-stress and rich in learning).

Projects: Each module entails a project that implements the skills and wisdom you will acquire. The completion of projects is a requirement of the program.

Social Media: Each apprentice will be assigned 1-2 Facebook focus pages. Apprentices will maintain, schedule and grow the likes and reach of their assigned Facebook page(s) for the duration of the apprenticeship. The daily social media responsibility is a required element of the 15 hours per week apprenticeship commitment.

Final Project: You will have the opportunity to publish a final blog showcasing your new skillset as a mindful communicator.

A note on homework assignments: If you're not able to consistently do weekly assignments, you should consider completing the course at a later date or dropping down to the self-paced auditor opportunity. The students who get the most out of the program are those who have invested the time commitment toward completion of weekly assignments and regular contact with editors and small group members.

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. The easiest way to reach us is academy@elephantjournal.com.

2) With our online format, meetings can be attended from anywhere in the world. We recommend you attend weekly meetings to get the most out of the program, but you're welcome to review the meeting material after the fact if you have an occasional conflict. If your time zone doesn't allow you to regularly attend meetings, you can review meeting material and catch up on what you've missed just as long as you're completing assignments and small group meeting responsibilities.

3) You will need to purchase a membership to Elephant Journal (if you don't already have one!). This is required to access the volume of content you'll need to complete your homework. Click here to join for $19/year (one year only) or $14/year (auto-renewal). Even our staff members pay this subscription fee to help support our website development and maintenance expenses.

4) You must have a reliable internet connection and a Facebook account. 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 and explore new social media strategies for your toolbox. Build your own Facebook professional page or Instagram profile to promote your writing.

Meeting 1: Syllabus, Expectations, Introduction & Facebook.

Meeting 2: Titles, Intros & Images on Facebook.

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

Meeting 4: Guest lecture by an Eleditor.

Module 2: Journalism Ethics

Project: Report on a journalism endeavor 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: Journalism Project

Meeting 4: Slow Social Media & Slow Journalism.

Module 3: Writing

Project: Weekly writing assignments.

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

Meeting 2: Intrigue.

Meeting 3: Voice, Research & Writing for an Audience.

Meeting 4: Guest lecture by an Eleditor.

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.

Meeting 4: Elephant Academy Graduation.
Questions? Email academy@elephantjournal.com for more information.