



## Auditor's Guide.

All of the videos, notes and training materials we give you during this program come via our editors' experience, in the field, every day, and are based on our full Apprentice-level three-month online training program (which costs \$850, and requires 10-15 hours/week). The Auditing-level course is designed to be affordable, and tailored to folks like yourself who may be too busy to jump into a three-month immersion.

### **Key points about Auditing:**

- This is a self-paced course based on Elephant Journal's award-winning success in providing a platform for quality writing, editing, and social media, all driven by our mission: to be of benefit to millions.
- The "Talent LMS" platform is your central resource for anything and everything. You'll be granted account access information when you enroll in the course. Please contact [shop@elephantjournal.com](mailto:shop@elephantjournal.com) and CC [academy@elephantjournal.com](mailto:academy@elephantjournal.com) with any questions about using Talent LMS.
- The material is self-paced and will be released in sync with the timeline of Elephant's Apprenticeship-level program. You will be able to go through and review the material on your own timeline.
- Any assignment discussed is something you can do for your own edification using your own blog or social media accounts as platforms to practice.
- You're encouraged to submit your writing at any time to [elephantjournal.com/submit](https://elephantjournal.com/submit)—and get advice and editing from our award-winning editorial team.
- Please get in touch with us at [academy@elephantjournal.com](mailto:academy@elephantjournal.com) if you have questions about the Auditing experience.

## Subscription:

You don't have to [subscribe to \*Elephant\*](#) to Audit. If you don't subscribe, you'll still get to read two articles a day, 14 a week. But if you want to read more, or find yourself needing to, it's only \$2/month (\$24 a year). We don't even give freebies to *Elephant* staff, or Apprentices in the Academy—because the \$2/month goes to pay writers, editors, and for *Elephant's* platform to exist. We're mission-driven, so it's a good cause, and super affordable. You can write it off, if it's a business thing!

## Schedule:

Self-guided learning opportunities and quizzes will be offered in the LMS as we move through your course.

## Section 1: Social Media

Using the social media section as an Auditor: We suggest that if you don't already have one, you create a Facebook page as a means for practicing what we teach during the bulk of the social media section. [Here's how](#). We discuss Instagram, Twitter, Facebook Live, and Pinterest. You may want to create an account for one or all of these if they interest you, if you haven't already. Any lessons we discuss that reference Facebook can be put into practice on your own page.

*Section project: Daily posting and scheduling to your social media platform you're focusing on growing (Facebook is the example most relevant to the social media portion of the course).*

Week 1. Syllabus, Expectations, Introduction & Facebook.

Week 2. Facebook: Titles, Intros & Images. How to use Facebook Insights.

Week 3. Instagram & Newsletters.

Week 4. Facebook Live, Twitter, Pinterest.

## Section 2: Journalism Ethics

Using the journalism ethics section as an Auditor: Journalism and media are around you in your daily life—both digitally and in print. Begin to apply the lessons we discuss to the information you come across. Pursue research on related discussion topics for your own curiosity and begin to write about them.

*Section project: Report on a journalism endeavor in the 21st or 20th century.*

*Write 150-250 words on a journalism endeavor (for example, Anderson Cooper reporting on Hurricane Katrina, The New York Times' coverage of Brian Williams' false Iraq War reporting story) that occurred in the 21st or 20th century. Deconstruct the story/ethics/etc. Would you have reported it in the same way? What should have been done differently, if anything?*

Week 5. Journalism basics, Buddhism & *Elephant's* Mission. Journalism Vocabulary.

Week 6. Discussion on “All the President’s Men.” Continue to review Journalism terminology. Media Literacy.

Week 7. Discussion of Journalism reports.

Week 8. Research-based writing. Bringing together Journalism Ethics & Writing.

## Section 3: Writing & Editing

Using the writing & editing section as an Auditor: Apply the writing tips we discuss to your own writing on your blog or writing that you submit for publication. Focus on consistency and clarity of your message.

You can independently submit to *Elephant Journal* at any time: [elephantjournal.com/submit](http://elephantjournal.com/submit). We encourage you to follow along and write up a blog that you submit to *Elephant* on the same assignment topics given to our Apprentices.

Additionally, consider editing within the context of your own work and peer edits. How often

do you have to edit something on the job? How can you learn to develop your editing skills to draw out a written message in a clear and accessible way? Writing groups are a great outlet to practice editing.

Our Apprentices are given a final thesis to write. We encourage you to write up your own thesis and submit it to *Elephant* at [elephantjournal.com/submit](http://elephantjournal.com/submit). Completing the final thesis is optional, but a good way to put your skills to work.

*Section project #1: Weekly writing assignments, each on a different Elephant section.*

*Section project #2: Final thesis.*

Week 9. Intro to Writing. Elephant Style Guidelines, Writer's Block & Emotionalism.

Week 10. Finding your Voice, your Story & Hooking the Reader.

Week 11. Sharing your Writing on Social Media.

Week 12. Concluding Thoughts on Writing. Connecting Writing & Meditation.

Week 13. Intro to Editing. Self-Editing.

Week 14. Editing fine-tuning and Discussion & Questions.

Week 15. Culmination of program. Discussion of how to apply these skills as you move forward & final insights.



