

**Content Creation for Social Media**  
**Spring 2026 — Evergreen State College**

***Instructor: Dr. Emre Ulusoy***

**Quarter:** Spring 2026

**Format:** Weekly Zoom Meetings

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**COURSE OVERVIEW**

Content Creation for Social Media explores how digital content is imagined, developed, circulated, and interpreted across contemporary social media environments.

The course examines how platforms shape communication, how audiences engage with content, and how organizations, creators, and communities use social media strategically. Students will analyze real-world examples, explore content frameworks, and consider the cultural, ethical, and strategic dimensions of digital media.

The emphasis is on understanding how content functions within broader digital ecosystems while developing the ability to think strategically about message design, audience engagement, and platform dynamics.

**WHAT YOU WILL EXPLORE**

- Platform logics and algorithmic visibility
- Content strategy and message framing
- Audience cultures and online communities
- Influencer and creator economies
- Metrics, engagement, and performance narratives
- Ethical and social implications of digital communication
- Campaign thinking and organizational alignment

**COURSE APPROACH**

The course combines readings, case discussions, analytical exercises, and concept development projects. Students will examine existing content strategies and develop their own content ideas informed by research, reflection, and strategic thinking. Some applied elements may be incorporated depending on class interests and direction.

No prior experience in marketing or content creation is required.

## **MAJOR ASSIGNMENTS (Tentative)**

### ***Content Analysis Project***

Evaluate and interpret an organization's social media presence.

### ***Strategy Proposal***

Develop a structured content concept aligned with specific goals and audiences.

### ***Reflective Portfolio***

Curate and analyze selected content examples through strategic and cultural frameworks discussed in class.

## **WHY TAKE THIS COURSE?**

Social media content shapes business strategy, public discourse, activism, culture, and everyday identity. Understanding how content works, strategically, culturally, and ethically, is increasingly valuable across disciplines.

This course prepares students to engage thoughtfully and strategically with digital media in professional, civic, and creative contexts.

**Anticipated Credit Equivalency:** 4 - Marketing: Social Media Content Creation