4 October 2017

Welcome to the DMA Social Media Managers Course!

Social Media is proving to be a transformational technology for business practices, industries, and the global information environment. Defense Public Affairs (PA) and Visual Information (VI) practitioners must ensure that their presence on Social Media is strategic, coherent, and on target. DINFOS training is performance based to improve DoD PA and VI employees' existing skills, and to meet the needs of an evolving Social Media landscape leveraged with effective and adaptive Social Media techniques. To enhance these efforts, DINFOS offers the online Social Media Managers Course, designed to cultivate digital engagement expertise among DoD PA and VI practitioners.

It is highly recommended that you read the Navigation Guide for this course. Also, please note that the bandwidth and network restrictions at your site may affect your ability to access and/or download all parts of the course. You will need to work with your supervisor and your schedule to determine the most effective time and place to complete the course.

Once you receive the Welcome Letter and registration information, **you must log in to the LMS prior to the start date to verify your information**. You will not be able to begin the course until 0800 (EST) on training day 1 (course start date) and **must access the course prior to training day 7**. After this timeframe, **inactive users are "No Shows" and are from the course**.

To complete the course successfully, you must obtain at least an 80% on both the Final Written Assessment and the overall score.  You are able to retake the Checks on Learning at the end of each lesson multiple times, so use those opportunities to set yourself up for success.

Once you complete all activities and the Final Written Assessment, you will have access to the End of Course Survey (EOCS). You must complete the EOCS to receive your certificate. Please take the time to fill out the survey completely—your feedback and input help to improve the course. Download and save a copy of the certificate for your records. Academic Records will maintain copies of all certificates.

If you have questions, please contact the Tech Support team through the course message function. The team also encourages you to notify us if you discover any broken links, issues, or errors. Use the link, found in the upper right corner of your screen, near your user image. You can also directly email the Tech Support team at SMMTechSupport@goaclc.com

Lori Knutson manages the program, and is available to answer any questions you may have. You may reach Mrs. Knutson at lknutson@goaclc.com.