MMC 3630 Social Media & Society
Fall 2017

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What to expect from MMC 3630
This course is designed to explore the impact of social media in our lives from a personal and professional perspective. Social media is impacting how we engage with family, friends, co-workers, and businesses. It impacts how and which media we consume. It turns casual fans into fanatics. It helps keep us better informed. And it provides us with more information on what is going on in the world of politics, sports, business, news, entertainment, and weather.
But social media is also dividing us and creating vast echo chambers of ideology used to spread dissent, hatred, and propaganda.
By the end of the semester, students will develop a greater understanding of the prevalence of social media in all aspects of our lives.

Course Objectives
1. Explain the fundamentals of social media
2. Compare and contrast social media and traditional media
3. Discuss how to use social media to enhance their traditional media strategies
4. Describe and use different types of social media channels
5. Discuss ways business use social media for marketing and audience engagement
6. Understand site traffic on social media
7. Describe professional social media etiquette
8. Debate ethical decision making for social media

Required Texts
Social media is rapidly changing area and the skills students needed just a few years ago are already outdated. For this reason, few textbooks are as up-to-date as needed to cover the skills you will need for a job when you graduate. So all the material you will need for this course comes in lectures and online readings.

Course Philosophy and Expectations
Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned should be completed as directed. Full participation in online discussions and activities is required.

My role as instructor is to identify critical issues related to the course, direct students to and teach relevant information, assign appropriate learning activities, create opportunities for assessing student performance and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for students to have confidence that they have mastered the material and for me to determine that students are meeting all course requirements.

At all times, it is expected that students will welcome and respond professionally to assessment feedback, that students will treat fellow students, instructors and assistants with respect, and that students will contribute to the success of the class to the best of their abilities.

Netiquette
All members of the class are expected to follow rules of common courtesy along with applicable university policies in all online activities, as these are extensions of the course. The University's Netiquette guide can be found at: http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Failure to follow these guidelines will result in disciplinary measures, ranging from grade reduction to course expulsion.

Ownership Education
You are not passive participants in this course. This class allows you to take ownership of your educational experience and provide your expertise and knowledge in helping fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question related to an assignment or an issue that has come up in social media related to our discussions. Your classmates along with your instructor and teaching assistants will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

Course Measurement Breakdown
Students' progress in this course will be evaluated according to the following distribution:

Assessment	
Writing Assignments (4 total)	20%
Google Analytics Course	10%
Exams (2 total)	40%
Final Project	30%

Your grades will be posted to Canvas at http://elearning.ufl.edu/

Grading Scale

A	(93-100)	B	(83-86)	C	(73-76)	D	(63-66)
A-	(90-92)	B-	(80-82)	C-	(70-72)	D-	(60-62)
B+	(87-89)	C+	(77-79)	D+	(67-69)	E	(Below 60)

The university policies concerning this grading scale can be found at:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Late Work Policy
Students are expected to complete assignments by the day they are scheduled. The following penalties will be applied to all work that is late for any reason other than those identified by the university policies, which can be found online at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Point Deduction	Duration of Lateness
5 Points	Less than an hour
10 Points	Greater than one (1) hour but less than 24 hours
15 Points	Greater than 24 hour but less than 48 hours
25 Points	Greater than 48 hours but less than one (1) week
Not Accepted	Greater than one (1) week

Course work
This course is comprised of readings, lectures, class assignments, exams, and a final project. Students are expected to watch all lectures and contribute to class discussions by citing examples drawn from professional experience, personal experience and course readings. Additionally, students are expected to complete course assignments including any discussions. Lastly, a final project, due at the end of the semester, will measure students' understanding of the impact of social media.

Lectures
The instructor will post a lecture video to Canvas for each of the 16 weeks as well as one supplementary video. The supplementary video will cover the syllabus. These videos will vary in length depending on the material but are targeted to take between 1 hour and 1.5 hours to complete.

It is the responsibility of the student to watch each of the lecture videos during the week identified in the course schedule. Although it is possible to watch the videos at any time and at any pace, keeping up with the videos week to week according to the schedule is vital. The videos

are designed to build off each other as well as correspond with the weekly readings and assignments. Lastly, students should be aware that it will be extremely difficult to complete the Assignments without having first viewed the lecture video.

Assignments
There are a total of FOUR Assignments during the 16-week semester. These assignments provide students with theoretical and real-world contexts for applying the material learned from the lectures. Specific details about each assignment are provided within the "Assignments Tab" of Canvas. The Assignments are by 5 p.m. EST Thursday EST of the week assigned. Additionally, students may be required to use programs and websites outside of Canvas to complete the activity. Specifics on the individual assignments will be available in Canvas.

Google Analytics Course
You must complete a Google Analytics training course. The course will provide instruction using Google Analytics. Upon completion of course, you should share a screenshot of the completed certification with your instructor.

Exams
Twice during the semester, students must complete exams intended to measure the student's ability to retain key concepts from the course material. These exams will be made available to students for a 24-hour period. The exams can be completed at any time during the 24-hour period. See the course schedule for dates. Exams must be completed in Canvas.

Final Project
For the Final Project, students will devise a social media campaign aimed at influencing the public to make a change, or to influence the government or a business/industry to make a change. Students will identify a topic/issue that should be changed for the greater good and then offer a method in which it would be possible by creating a social media campaign to raise awareness on a topic or to encourage action. This is a hypothetical scenario. However, students are encouraged to participate in an actual campaign to bring about change. Additional details will be available in Canvas.

Course Policies

Incompletes
A course grade of incomplete will be permitted only for serious illness documented by a physician. A timetable for completing the course work must be set before the incomplete is given.

Flexibility
We believe the semester plan outlined in the calendar is realistic. Nonetheless, <u>we reserve the right to adjust the course content, exercises, exams, etc., based on the class's collective ability to maintain pace</u>.

Attendance
Requirements for class attendance, exams, assignments and other work in this course are consistent with university policies unless specifically stated within this syllabus. These university policies can be found in the online catalog at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

University Policy on Accommodating Students with Disabilities
Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.
Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services
Counseling and Wellness resources
http://www.counseling.ufl.edu/cwc/Default.aspx
352-392-1575

Netiquette: Communication Courtesy
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

U Matter, We Care
Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.
The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength.
In case of emergency, call 9-1-1.

Course Evaluation
Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu
Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results

Class Demeanor
Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students, teaching assistants and me with respect, and that you will contribute to the success of the class as best as you can.

Getting Help
For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:
- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- https://lss.at.ufl.edu/help.shtml

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

University Policy on Academic Misconduct
Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at
http://www.dso.ufl.edu/students.php

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

ACADEMIC HONESTY

All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Students are expected to adhere to the University of Florida Code of Conduct
https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code

Course Calendar

****NOTE: schedule subject to changed based on guest availabilities and other factors.

Introduction

Lecture: Syllabus overview and course introduction

Week One – 8/21

Lecture: What is Social Media?

Readings:
What is social media and how did it grow so quickly?
What Is Social Media? Explaining the Big Trend

Week Two – 8/28

Lecture: Social Media and Theory

Readings:
Alphabetic List of Theories (not all communication theories. Go through a few)

Week Three – 9/4

Lecture: Social Media Best Practices

Readings:
Social Media Cheat Sheet for 2017 [Infographic]
5 Social Media Best Practices Every Marketer Must Follow

Assignment:
Social Media Channel Assignment due by 5:00 PM EST on Thursday, 9/7

Week Four – 9/11

Lecture: Social Media and Privacy

Readings:
Privacy Risk with Social Media
Social Media Privacy Issues: How To Navigate Them

Week Five – 9/18

Lecture: Social Media Metrics

Readings:
10 Metrics to Track for Social Media Success
The Best Social Media Management & Analytics Tools of 2017

Assignment:
Complete Google Analytics Course by 5:00 PM EST on Thursday, 9/21
https://analytics.google.com/analytics/academy/course/6

Week Six – 9/25

Lecture: Social Media and Social Change

Readings:
7 Tips for effectively using Social Media for Social Change
5 Tips for Using Social Media to Change Behavior

Week Seven – 10/2

Exam:
Exam One by 5:00 PM EST on Tuesday, 10/3

Lecture: Social Media and Ethics

Readings:
Social Media Etiquette & Ethics: A Guide for Personal, Professional & Brand Use
Social Media Guidelines for Student Journalists

Assignment:
Social Media and Ethics Assignment by 5:00 PM EST on Thursday, 10/5

Week Eight – 10/9

Lecture: Social Media and Public Relations

Readings:
Why You Should Combine Your PR and Social Media
How Social Media is Shaping the Future of Public Relations

Week Nine – 10/16

Lecture: Social Media and Journalism

Readings:
How Are Journalists Using Social Media? (Report)
5 Top Tips and Tools for the Social Media Reporter

Assignment:
Social Media and Journalism Assignment by 5:00 PM EST on Thursday, 10/19

Week Ten – 10/23

Lecture: Social Media and Politics

Readings:
Social media causes some users to rethink their views on an issue
Is Social Media to Blame for Political Polarization in America?

Week Eleven – 10/30

Lecture: Social Media and Entertainment

Readings:
Celebrity Instagram accounts have mastered the art of subliminal advertising
'Pretty Little Liars' changed the game with social media, and TV will never be the same

Week Twelve – 11/6

Lecture: Social Media and Sports

Readings:
Social media is changing how sports franchises and fans interact
10 Recent Times Sports Social Media Was Hilariously Clever

Week Thirteen – 11/13

Lecture: Social Media and Marketing

Readings:
7 Reasons Social Media Marketing Is Still Underrated
How to Create a Social Media Marketing Content Plan in 7 Steps

Assignment:
Monitoring Social Media Feedback Assignment by 5:00 PM EST on Thursday, 11/16

Week Fourteen – 11/20

Exam:
Exam Two by 11:59 PM EST on Tuesday, 11/21

Week Fifteen – 11/27

Lecture: Social Media and Society

Readings:
Are Social Networking Sites Good for Our Society?

Week Sixteen – 12/4

Readings:
5 Social Media Trends That Will Dominate 2017

Assignment:
Final Project Due by 5:00 PM EST on Tuesday, 12/4