UF | College of Journalism and Communications
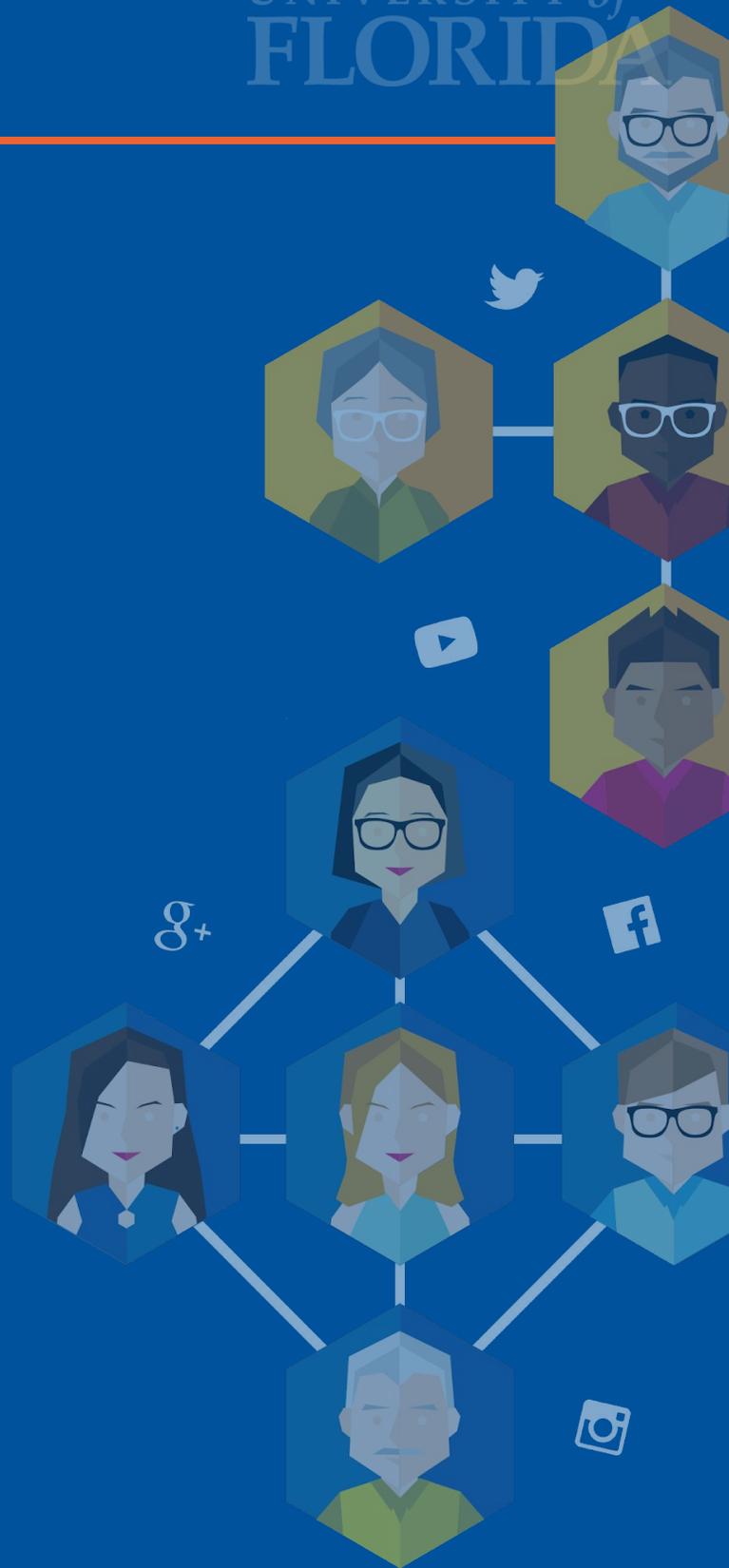## UNIVERSITY of FLORIDA

SYLLABUS

Department of
Public Relations

Social Media Management PUR 3622

Online
Summer C 2018

#Introduction

#MeetYourInstructor

Liudmila (Mila [*Mee-lah*]) Khalitova

E-mail

mila.khalitova@ufl.edu or contact me via Canvas Messages.

Normally, I respond to emails within 24 hours during workdays.

Please begin your email subject with "PUR3622".

#OfficeHours

By appointment.

#ClassHours

No mandatory meeting time, assignment due dates are as specified in the syllabus schedule and on Canvas.

#CourseDescription

Social media is changing how business is done around the world in almost every industry. The business world is undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded people, and it has also opened up numerous new communication channels available for public relations practitioners and brands to connect with current and potential audiences.

This course is designed to help you understand how public relations and marketing have (and have not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital PR and marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business goals.

Note that this course is NOT about specific online social media platforms that you may know well from a **user perspective** (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will of course be discussed, it is important to know in advance that this course is not solely about these platforms. **The intention is to broaden your perspective, to train you to approach SMM from a communication strategist's standpoint**, not narrow your thinking by focusing on just a few platforms that happen to be important now.

The emphasis of this course is instead on understanding audiences' social interactions, examining the various social media channels available to marketers, learning how to build social media strategies, and practicing how to track their effectiveness.

#Course

#CourseObjectives

This course will offer you an opportunity to:

- Understand what social media is and how this new type of media and communications technology influences how business and marketing is done

- Understand key principles of "connected consumers" from psychological and sociological perspectives, and how these principles can be leveraged when developing social media marketing strategies

- Develop skills in using the predominant social media tools currently available for business/marketing communication

- Discover innovative uses for social media in a variety of business areas and processes (e.g., new product development and service management)

- Understand how to use various social media channels to publish and disseminate relevant branded content in order to engage audience and to increase social impact, influence, and value

- Develop and implement a strategic social media plan for your own social brand

- Practice in using paid social media promotion with the MIMIC Social simulator (access fee is $100 and includes access to the course textbook)

- Gain enough in-class experience to confidently apply for business management, customer service, marketing or PR positions that require social-media skills.

- Obtain your Hootsuite Platform Certification, which will help you earn industry-recognized credentials with the Hootsuite dashboard. This certification comes with a badge you can display on your website or social profile and the opportunity to grow your online presence by getting listed in the Hootsuite Certified Professionals Directory.
(Note: this is included in this course at **NO** additional cost to the student and the steps to obtaining certification will be outlined after WEEK 1)

#InstructionalMethods

This course is 100% online. The content will be delivered through video lectures, slides and extra readings. Simulations, quizzes, the final project, and other weekly activities will help keep you engaged in the course. This course is outcomes-based, and you will be evaluated primarily on your ability to transfer the theory and knowledge shared in class into workable solutions. It is essential that you keep up with the reading schedule and complete all weekly activities in a timely manner. Not all of the materials that you read will be discussed or explained in video lectures, therefore, if you need further explanations or clarifications please take advantage of office hours. If you have a problem, see the instructor sooner, not later.

#CourseMaterials&Tech

#RequiredReadings

Stephen, A. & Bart, Y. (2017).

"Social Media Marketing: Principles and Strategies".

This is a web-based textbook focusing on the theoretical underpinnings of social media management and marketing. Instructions for obtaining digital copies of the textbook and "Mimic Social Simulation," will be distributed individually via email from no-reply@stukent.com or from professor email. Watch for the email and check your spam folder in case it somehow goes there. A $100 fee for courseware access includes access to the textbook and the simulation.

Buyer, L. (2016).

Social PR Secrets: How to Optimize, Socialize, and Publicize Your Brand. 3rd edition.

This book will provide you with practical tips on how to use social media for business. The book has been ordered through the University of Florida's "Text Adoption" service and should be available at any participating bookstore.

Additional required readings will be made available via e-mail as the course progresses, typically as Adobe pdf files.

#Software

Canvas will be used to administer the course communication, final project, grades, and other materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms). Stukent Platform will be used for access to the textbook and Mimic Social. Since online assignments are the primary interaction tools of this class, it is very important for you to keep up with all the assignments due. Canvas can remind you of upcoming due dates. Please check the site on a daily basis for announcements and/or threads of comments from either classmates or the instructor.

#CourseContent

Course content will be published 2-3 weeks in advance, so there will be some opportunities to work ahead.

Each week you will be notified of your assigned coursework, assignments and quizzes for that week.

Important to know!

Social media takes time and consistency. Many course assignments will require you to work **20-30 minutes each day** throughout the week. Please do not wait until the last minute and **start working on your assignments on Monday.** All assignments are linked to content in their respective modules; please have reviewed all content prior to working on them.

#CourseContent

Week	Topic
Week 1 (May 14 – 20)	**SMM: An Overview**
Week 2 (May 21 – 27)	**SMM & Public Relations.** **Logic of Social Media**
Week 3 (May 28 – June 3)	**Social Media Strategy and Planning**
Week 4 (June 4 – 10)	**Social Media Measurement**
Week 5 (June 11 – 17)	**Content Strategy**
Week 6 (June 18 – 24)	**Social Networking Sites (SNS): LinkedIn & Twitter**
Week 7 (June 25 – July 1)	**SUMMER BREAK**
Week 8 (July 2 – 8)	**SNS: Photosharing Sites (Instagram, Snapchat, Pinterest)**
Week 9 (July 9 – 15)	**News Writing and SEO. Community Management**
Week 10 (July 16 – 22)	**SNS: Facebook for Business**
Week 11 (July 23 – 29)	**SNS: YouTube and Livestreaming**
Week 12 (July 30 – Aug. 5)	**Trends & Tips. Final Exam Guide**
Week 13 (Aug. 6 – 12)	**Final Exam: August 8**

*This is a tentative schedule reflecting current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes communicated clearly, are not unusual and should be expected.

#Grading

#IndividualAssignments

Weekly Quizzes (15% of the final grade)

Every chapter from the textbooks and the Hootsuite 2018 Marketing Education Module has an accompanying quiz. **Quizzes consist of a few simple true/false, multiple choice, or short answer questions probing the content of that week.**

Mimic Social Simulation (20%)

A very important part of this course is the simulation. This simulation will give you a taste of what it is like to run a social media marketing campaign for a business. There are eight rounds to the simulation. It is likely that you will not do very well for the first round or two, but that is all right. Don't worry. This, combined with the lesson materials, will help prepare you for success in social media marketing. Grades will be curved.

Hootsuite Platform Certification (10%)

Hootsuite is trusted by 16+ million users in 175+ countries and is the industry standard for social media management. With Hootsuite's Platform Education and Certification, you'll develop the skills to use core Hootsuite products to their full potential - giving your social media efforts a significant efficiency boost and a major leg up on the competition.

Note you do not need to sign up for Hootsuite on your own. You will receive instructions during WEEK 2 from Hootsuite about your account.

Are you already Hootsuite Certified? No problem. Please notify me Week 1 so I can give you an alternate advanced Hootsuite assignment.

Final Exam (15%)

The Exam is designed to test the student's knowledge of the main ideas covered in the course.

Students are responsible for all assigned readings; exam questions will come from all these sources. Exam study guide will be provided.

#Grading

#GroupAssignments

Your course project will include development of an online brand/community of your choice (e.g. fashion, beauty, sports, music, SMM, etc.) and creation and implementation of a social media strategy for it. In the beginning of the semester, **students will be assigned into groups of 4-5 members based on their interests.**

Weekly Group Activities (20%)

These activities will guide you step-by-step through the most important stages of development and implementation of your social media strategy, from social media audit, to content creation, content marketing and evaluation.

Social Media Strategy (first draft – 5%, final version – 15%; 20% in total)

Generally speaking, the scope of the team project is to develop a social media strategy for your online community. The specifics will be discussed in **the first class session**.
You should expect to do the following:

- Perform audit of the current situation for your community and its 'competitors', particularly with respect to their communications strategy.

- Develop clear communication objectives based on the situation analysis and the identified opportunities.

- Articulate (and subsequently evaluate) a social media strategy for your online community.

#GradingScheme

A	100 %	to	94.0%
A-	< 94.0 %	to	90.0%
B+	< 90.0 %	to	87.0%
B	< 87.0 %	to	84.0%
B-	< 84.0 %	to	80.0%
C+	< 80.0 %	to	77.0%
C	< 77.0 %	to	74.0%
C-	< 74.0 %	to	70.0%
D+	< 70.0 %	to	67.0%
D	< 67.0 %	to	64.0%
D-	< 64.0 %	to	61.0%
F	< 61.0 %	to	0.0%

#Grading

#ExtraCreditOpportunities

A few credit opportunities will be available throughout the semester:

- For student evaluations of teaching (https://evaluations.ufl.edu, also available via Gator Rater tab on Canvas), all members of the class will be awarded **one (1) bonus percentage point to their final grade if 80% of the enrolled class completes evaluations, and two (2) bonus percentage points if 100% of the enrolled class completes evaluations.** That, typically is enough to move many students from B+ to A- or A- to A.

- **1 extra credit** (which equals 1% of the final grade for the course) will be offered for research participation through CJC's SONA research management system (https://ufl-cjc.sona-systems.com). Please register a SONA account and choose studies to participate in to receive extra credits for this class. Check SONA regularly to see what studies have become available. Typically, it is not until around the third week of the semester that studies will become available. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate and research opportunities will be limited by the end of the semester. In fact, it is probably wise to participate early in the semester when your course loads are the lightest. Please see this video below for how to set up your SONA account: https://youtu.be/_1OnT2ZU6OO If you have any questions, please contact the CJCSONA administrator through this email: **uf-cjc-sonasystems@jou.ufl.edu**

- **If there are be any other extra credit opportunities, students will be notified via Canvas.**

#Policies

#Deadlines&Makeups

The practice of public relations hinges on meeting deadlines. Missing deadlines not only can damage a public relations practitioner's credibility, but also can lead to termination of a relationship with a client or to dismissal. Thus, deadlines are treated seriously in this class. All assignments are due by 11:59 p.m. on the date of the deadline, unless otherwise instructed.

Late submission penalties for **Hootsuite Platform Certification, Weekly Group Activities, and Social Media Strategy:**

- 1 min. – 24 hours late – 10% of your final grade for the project;
- 24 hours – 48 hours late – 20%;
- 48 hours – 1 week late – 40%;
- More than 1 week late – 100%.

Any other late assignment will not be accepted and will be given a grade of zero.

In general, acceptable reasons for failure to submit assignments on time include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.

** 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 email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

For any questions regarding a given grade, please contact me within 24 hours after the grade is received.

#Policies

#AcademicHonesty

Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

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

You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit 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."

It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details:

https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/

http://gradschool.ufl.edu/students/introduction.html

Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.

#StudentsWithDisabilities

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.

#Policies

#CourseEvaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You will be notified by email when the evaluations are open, near the end of the semester. Summary results are available to you and the general public.

#UFResources

- **Division of Student Affairs (352-392-1261)** – Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence. http://www.ufsa.ufl.edu/

- **UF Counseling & Wellness Center (352-392-1575)** – The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues. http://www.counseling.ufl.edu/cwc/

- **Computers** – Call 352-392-HELP (4357) or email helpdesk@ufl.edu.

- **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

#Miscellaneous

- **The instructor reserves the right to make changes**, if necessary, to the syllabus, grading system, schedule, or other matters pertaining to the class.

- Please be aware that the instructor will not be able to respond immediately to your communication. **As a rule, allow up to 48 hours for a response.** Therefore, barring an emergency situation, it is advisable to contact the instructor well in advance of an exam or a deadline in order to give the professor adequate time to respond you.

- **If you notice yourself having trouble in the course, it is crucial that you see me immediately.** Please feel free to approach me about any concerns or comments you might have about this class. I will be happy to meet with you during my office hours, or by appointment.

- **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.