MMC 5636: INTRO TO SOCIAL MEDIA
FALL 2019
3 CREDIT HOURS

INSTRUCTOR

**Kristin Blitch
kblitch@ufl.edu
352.682.4074**

Contact

Email is the best way to reach me. I try to respond to students within 24 hours, or 48 hours at the latest. If you would like to speak to me on the phone or on Zoom, email me and we can set up an appointment. In case of an emergency, you can text me at 352-682-4074.

Office Hours

I am available Monday nights after lecture virtually (Zoom, Skype, or Facetime) or by phone appointment. If that time range does not work for you, please email me to coordinate a time.

Instructor Bio

I am a marketing professional with more than 10 years of communication, social media, PR, and event marketing/planning experience. As a Regional Marketing Director across collegiate, business dining, and healthcare hospitality environments, I have learned the importance of strong analytical skills, who best to engage with on any project/initiative, and how to keep the brand (personal and professional) in mind when communicating.

A long time native of Florida, I now reside in South Bend, IN (I love fall!).

I am a two time graduate from the University of Florida, I earned my Bachelor of Arts in English and Master of Communications and Social Media from UF; I have also earned a Master of Business Administration from Florida State University.

Social Media:
LinkedIn: Kristin Blitch
Facebook: Kristin Rizzo Blitch
Instagram: @kb_litch
Twitter: @kristinblitch
Medium: @kristin.blitch

COURSE WEBSITE & LOGIN

Your course is in Canvas (UF e-Learning). Go to http://elearning.ufl.edu/. Click the orange "Log in to e-Learning" button. Login with your GatorLink account. Your course may appear on your Dashboard. If it is not on the dashboard, the course will be in the Courses menu on the left navigation. Click on "All Courses" on this menu. After clicking "All Courses", you have the option to put the course on your dashboard by clicking on the star to the left of the course's name.

Contact UF Helpdesk http://helpdesk.ufl.edu/ (352) 392-HELP (4357) if you have any trouble with accessing your course.

Zoom

We will be using Zoom for this course. Zoom will be used for live and recorded lectures, as well as office hours. Instructions on how to use Zoom will be provided in the course website.

THIS COURSE

Course Layout

Each week, you will be assigned lectures to watch, readings, and assignments. There will be two projects – one due in the middle of the semester and one due at the end. These tasks can be found on each weekly module.

Description

Social media is an essential part of the fabric of modern society. It impacts every industry and plays a critical role in strategic decision making by organizations to meet their advertising, marketing, and public relations goals. Social media marketing is necessary to capture the attention of clients and consumers, and is vital for any brand.

The right content creation and planning is important when targeting your ideal consumer. Proper social media strategy is more than just writing words and posting pictures online – it is understanding the platforms and how to create the right content for each one. This course is designed to teach students how to master content creation, communication, and how to use different platforms to their full potential to reach the right audience, on the right platform, at the right time.

In this course, you will learn how to create dynamic content for social media platforms, and how to identify which platform is best for a brand to reach its target audience.

Objectives

By the end of this course, students will:

- Detail the history of social media
- Use social media platforms according to best practices
- Create targeted content
- Develop communication strategies around content
- Identify social trends, how they impact strategy, and how to implement
- Prepare for how changes in technology will impact social media content creation and implementation

10 Questions students will be able to answer by the end of this course:

- What is the history of social media?
- How do I know when to use which platform?
- What is the best way to remain consistent when posting/replying?
- Who am I trying to reach with my content?
- How do I listen to the industry, my followers, and my non-followers?
- What happens if there is a crisis?
- What are the best ways to increase brand awareness?
- How often do I need to update my strategy?
- What does the future of social media look like?
- What will help my brand?
- What is the level of engagement with my content?

Course Deliverables

In this course, there will be weekly lectures, weekly discussions and/or assignments, and two projects.

COURSE EXPECTATIONS

This course was designed with the understanding that you want to be here and that you have a passion for social media. This passion will help facilitate discussion and participation during live lecture.

Each week, we will have a class meeting via Zoom (either live or recorded). The expectation is that you will come to lecture having read the assigned readings prepared to discuss and participate. During live lectures there will be real time activities in which to partake.

Weekly, there will be an assignment or discussion to turn in. This course is 16 weeks long.

Attendance

You are expected to attend class each week. Participation is a part of your grade. If you are unable to attend class for any reason, you are expected to watch the recording of class and submit a 300 – 500 word summarizing what was covered during lecture. Lecture summaries are due by 11:59 PM EST Wednesday of the week assigned unless other permission is granted.

Live Class Meeting: We will meet on Zoom every Monday of the semester from 7:00 PM - 9:00 PM.

Interactions

Zoom allows all of us to have a voice in an online environment. Students are encouraged to speak up, utilize the chat feature, and be actively engaged in class. I encourage all of you to interact – the more interaction, the richer the learning experience! Please adhere to the netiquette communications guidelines posted on Canvas.

Accountability

You are expected to log into your Canvas course multiple times each week to check your email and to check for important announcements. In the event lecture will be a recording, students will be informed via an announcement in Canvas no less than 24 hours in advance, in addition to an

email notification. In the event of a last minute class change, students will be emailed at the earliest possible instance.

Your work is expected to be completed on time and you are expected to remain actively involved throughout the semester. All discussions, inside and outside of Canvas and Zoom, are expected to be held in a professional manner. You should always be respectful of the instructor and your fellow students.

Ownership Education

As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your 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 as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor 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.

REQUIRED TEXT

There are no textbooks in this course but there will be assigned online readings. Students will be expected to use Facebook, Instagram, Medium, and Twitter which will require public facing accounts on these platforms.

You are not required to use your personal accounts for assignments in this class. Instead, you may want to create professional social media accounts to build your brand as a social media expert, which you will continue to use throughout this program.

PREREQUISITE KNOWLEDGE & SKILLS

Students are expected to have a basic understanding of social media through personal and professional use and experience. This class is the first step in understanding how to use platforms and programs, and acts as a foundation for future classes in the program.

TEACHING PHILOSOPHY

I see teaching as a reciprocal relationship between teacher and student. I believe we both have the mutual responsibilities of being prepared, motivated, and proactive in how we work and communicate with each other. This mirrors the expectations of a professional setting.

I have designed this course to be a practical application of skills that are used in the real world. Assignments, projects, and discussions are designed to give you firsthand knowledge and facilitate learning in a meaningful way.

COURSE POLICIES

Attendance Policy

You are expected to log into your Canvas course multiple times each week to check your email and to check for important announcements. You are expected to attend class each week. Participation is a part of your grade. If you are unable to attend class for any reason, you are expected to watch the recording of class and submit a 300 – 500 word summarizing what was covered during lecture.

The attendance policy is consistent with UF's policy, found at https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Late Work & Makeup Policy

Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. With this in mind there will be penalties for late work:

- Less than an hour late   5% off
- More than an hour late but less than 24 hours late   10% off
- More than 24 hours late but less than 48 hours late   15% off
- More than 48 hours late   25% off
- A week or more late   Not accepted at all

Issues with uploading work for a grade is not an excuse. If a student is having technical difficulties with Canvas, there are other means to submit completed work. The student may email me the assignment in a PDF file if there are issues uploading emails. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

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. Contact UF helpdesk (352) 392-HELP.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: https://www.dso.ufl.edu/care/medical-withdrawal-process/ .

Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Email your academic advisor and put "dropping a course" in the subject line. Your academic advisor will reply with the necessary procedures.

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

Coursework Submissions

- Discussions   On Medium
- Lecture Summaries   In Canvas
- Assignments   In Canvas
- Midterm Project   In Canvas
- Final Project   In Canvas/Medium

Deadlines

This class, like others, involves many deadlines. Here is your reminder:

- Discussions   11:59 PM EST Friday the week assigned
- Lecture Summaries   11:59 PM EST Wednesday the week assigned
- Assignments   11:59 PM EST Sunday the week assigned
- Mid semester project   11:59 PM EST Sunday week 8
- Final Presentation   11:59 PM EST Sunday week 16

The new week/lectures begin on Monday

Grading

All assignments will be graded be on 100 point scale

Your work will be evaluated according to the following distribution:

- Participation   25%
- Assignments   20%
- Discussions   30%
- Projects   25%

Your final grade will be rewarded as follows:

A	100%	to	92.5%
A-	< 92.5%	to	89.5%
B+	< 89.5%	to	86.5%
B	< 86.5%	to	83.5%
B-	< 83.5%	to	79.5%
C+	< 79.5%	to	76.5%
C	< 76.5%	to	73.5%
C-	< 73.5%	to	69.5%
D+	< 69.5%	to	66.5%
D	< 66.5%	to	63.5%
D-	< 63.5%	to	59.5%
E	< 59.5%	to	0%

UNIVERSITY POLICIES

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.

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

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 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 you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Other Resources

Others are available at http://www.distance.ufl.edu/ getting-help for:

- Counseling and Wellness resources
    - http://www.counseling.ufl.edu/cwc/ 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please contact your program director and/or student support coordinator at distancesuppport@jou.ufl.edu or visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

Course Evaluation

Students in this class are participating in a new course evaluation system called GatorEvals. The new evaluation system is designed to be more informative to instructors so that teaching effectiveness is enhanced and to be more seamlessly linked to UF's Canvas e-learning management system. Students can complete their evaluations through the email they receive from GatorEvals, or in their Canvas course menu under GatorEvals.

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

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:

The Honor 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 by abiding by the Student Honor Code. 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 graduate 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. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

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 14 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.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct
https://www.dso.ufl.edu/%20sccr/process/student-conduct-honor-code

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

COURSE & ASSIGNMENT DETAILS

Weekly Lectures

A video serving as an introduction to the course and syllabus will be posted in Canvas. It is your responsibility to watch this video prior to the first day of class.

All weekly lectures will either be live or pre-recorded. Live lectures will be conducted via Zoom. All live lectures will be recorded, in the event you miss lecture and need to watch the recording and submit a summary. Live lectures present the chance to ask questions directly and you are expected to participate during live lecture, as part of your final grade is participation. The aim for this interaction is to provide you with more skills and ideas for your assignments. If you are unable to participate live, you will have the opportunity to ask questions via email, office hours, appointment, and phone.

All pre-recorded lectures will be posted in Canvas. You will be alerted via Canvas each week if class will be live or pre-recorded.

Participation

Students are required to attend and participate in lecture weekly. Attending and participating in lecture counts as participation. In the event they are unable to attend lecture, students will submit a 300 – 500 word lecture summary in Canvas. This summary is due by Wednesday at11:59 PM EST of the same week of missed lecture. This summary will count as participation for the missed week.

Students will receive full participation points without submitting a lecture response on recorded lecture weeks. Students are required to participate in discussions and/or assignments on weeks with recorded lectures.

Discussions

Students will be required to submit their discussion posts by 11:59 PM EST on Fridays of outlined module week. Students will post the link to their Medium discuss in Canvas for final grading.

Discussion posts will be a minimum of 400 words and will be posted in Medium. Outside sources are expected to support your view point/discussion topic. Cite your source by hyperlinking to outside source(s).

Assignments

Students will be required to complete assignments to practice skills and concepts taught in lecture.

Assignments will be due by 11:59 PM EST on Sundays outlined module week unless otherwise noted.

WEEKLY MODULE OUTLINES

If you are unable to attend live lecture for any reasons, students are required to write a 300 – 500 paper explaining what was covered during lecture. Information covered in this paper will count as your participation grade for the week of missing live lecture.

Week 0 – Syllabus and Introduction
- Understand class vision, overview, syllabus, and expectations for semester
- Get to know Kristin Blitch

Assignments
- Discussion due 11:59 Friday of Week 1

Week 1 – The History of Social Media (8/20-8/25)

Learning Objectives
- Comprehend the history of social media and networking
- Learn about social media platforms and their evolution

Watch
- Tuesday, August 20, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
- Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings
- Devaney, Erik – *How to Use Medium: A Beginner's Guide to Writing, Publishing & Promoting on the Platform* -- https://blog.hubspot.com/marketing/how-to-use-medium
- Kumar, Pawan – *A Quick Guide to Medium* -- https://writingcooperative.com/a-quick-guide-to-medium-9f61864ab26
- Pasare, Bianca – *80 Must Read Social Media Statistics to Know in 2019* -- https://learn.g2.com/social-media-statistics
- Samur, Alexandra – *The History of Social Media: 29+ Key Moments* -- https://blog.hootsuite.com/history-social-media/
- Shah, Saqib – *The History of Social Networking* -- https://www.digitaltrends.com/features/the-history-of-social-networking/

Assignments
- Discussion due 11:59pm Friday

Week 2 – Integrated Marketing Communications (IMC) (8/26-9/1)

Learning Objectives
- Define integrated marketing communication (IMC)
- Understand the importance of IMC for strategy and business

Watch:
- Monday, August 26, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:
- Kareh, Amhad – *Seven Steps To A Better Integrated Marketing Communications Strategy* -- https://www.forbes.com/sites/forbesagencycouncil/2017/03/16/seven-steps-to-a-better-integrated-marketing-communications-strategy/#c7c69fd7841c
- Newscred – *What is Integrated Marketing?* -- https://insights.newscred.com/what-is-integrated-marketing/
- Pinegar, Grace – *What is IMC? A Beginner's Guide to Integrated Marketing Communications-* https://learn.g2.com/integrated-marketing-communications

Assignments
- Discussion due 11:59pm Friday

Week 3 – Social Networks (9/2-9/8)

Learning Objectives
- Identify major social networks
- Pinpoint characteristics of each platform

Watch:
- RECORDED: Monday, September 2, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:
- Foreman, Curtis – *Twitter Marketing: The Complete Guide for Business* -- https://blog.hootsuite.com/twitter-marketing/
- Kellogg, Kristi – *The 7 Biggest Social Media Sites in 2019 -* https://www.searchenginejournal.com/biggest-social-media-sites/308897/#close
- Kuligowski, Kiely – *YouTube for Business: Everything You Need to Know* -- https://www.businessnewsdaily.com/9854-youtube-for-business.html
- Lee, Kayla – *How to Use Snapchat: A Pro Guide for Marketers* -- https://sproutsocial.com/insights/how-to-use-snapchat/
- Mineo, Ginny – *The Do's and Don'ts of How to Use Facebook For Business [Infographic]* -- https://blog.hubspot.com/marketing/dos-donts-facebook-business-infographic
- Newberry, Christina – *How to Use Facebook Business Manager: A Step-by-Step Guide* -- https://blog.hootsuite.com/facebook-business-manager-guide/

- Newberry, Christina – *How to Use Instagram for Business: A Practical 6-Step Guide* -- https://blog.hootsuite.com/how-to-use-instagram-for-business/

- Discussion due 11:59pm Friday

Week 4 – Social Profiles & Voice (9/9-9/15)

Learning Objectives
- Determine elements of a strong social profile
- Define voice/tone for brand

Watch:
- Monday, September 9, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:
- Clarke, Todd – *10 Ways to Improve Your Social Media Profile in One Hour or Less* -- https://blog.hootsuite.com/ways-to-improve-your-social-media-profiles/
- Clarke, Todd – *How to Establish Your Brand "Voice" On Social Media* -- https://blog.hootsuite.com/how-to-build-an-authentic-voice-on-social/
- Hughes, John – *Developing Your Social Media Brand Voice: A Beginner's Guide* -- https://revive.social/social-media-brand-voice/
- Jantsch, John – *What Your Social Profiles Should Say About You* - https://ducttapemarketing.com/social-profile/

Assignments
- Assignment 1 due 11:59pm Sunday

Week 5 – Niche Platforms (9/16-9/22)

Learning Objectives
- Categorize niche social networks
- Recognize value of niche platforms in social strategy

Watch:
- Monday, September 16, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:
- Ellis O'Connor, Marie – *Going Beyond Facebook: 18 Niche Social Media Sites You Should Explore* - https://medium.com/@JBBC/going-beyond-facebook-niche-social-media-sites-you-should-explore-89d4e1b4077c
- McHugh, Molly – *Will Niche Social Networks Save Us From All-Encompassing Online Networks, or Just Replace Them?* -- https://www.theringer.com/tech/2018/7/16/17576802/niche-social-networks-alltrails-untappd-runkeeper

- Rashid, Brian – *Are Niche Social Media Sites The Beginning of a New Trend?* -- https://www.forbes.com/sites/brianrashid/2017/05/06/are-niche-social-media-sites-the-beginning-of-a-new-trend/#1aaf772f3804

Assignments
- Discussion due 11:59pm Friday

Week 6 – Best Practices on Platforms (9/23-9/29)

Learning Objectives
- Resolve best strategies and tactics for major platforms
- Prepare strategy to determine long term success

Watch:
- Monday, September 23, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:
- Collins, Adam – *The Ultimate Social Media Best Practices 2019 [Infographic]* -- https://thinkbonfire.com/blog/social-media-best-practices-infographic/
- Walker-Ford, Mark – *15 Ways to Fail at Social Media Marketing [Infographic]* -- https://www.socialmediatoday.com/news/15-ways-to-fail-at-social-media-marketing-infographic/552280/
- Worthy, Paige – *7 of The Best Social Media Campaigns (And What You Can Learn From Them)* -- https://blog.hootsuite.com/social-media-campaign-strategy/
- York, Alex – *5 Social Media Best Practices Every Marketer Must Follow* - https://sproutsocial.com/insights/social-media-best-practices/

Assignments
- Discussion due 11:59pm Friday

Week 7 – Social Strategy, Content Calendars, & Social Tools (9/30-10/6)

Learning Objectives
- Plot your social strategy
- Know your social tools
- Generate a content calendar

Watch:
- Monday, September 30, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:
- Barnhart, Brent – *How to Build Your Social Media Marketing Strategy* - https://sproutsocial.com/insights/social-media-marketing-strategy/
- Biteable – *15 Must-Have Social Media Marketing Tools For 2019* -- https://biteable.com/blog/tips/social-media-marketing-tools/

- Drake, Alexa – *Why Your Brand Should Use a Social Media Calendar (+Templates)* -- https://learn.g2.com/social-media-calendar
- LePage, Evan, Newberry, Christina – *How to Create a Social Media Strategy in 8 Easy Steps* -- https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/

- Assignment 2 due 11:59pm Sunday

Week 8 – Social Privacy & Anonymity (10/7-10/13)

Learning Objectives
- Outline social privacy
- Realize the limitations on anonymity

Watch:
- Monday, October 7, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:
- Brookshire, Bethany – *On Social Media, Privacy is No Longer A Personal Choice* -- https://www.sciencenews.org/blog/scicurious/social-media-privacy-no-longer-personal-choice
- Leetru, Kalev – *Social Media Killed Our Offline Privacy Too* -- https://www.forbes.com/sites/kalevleetaru/2019/06/22/social-media-killed-our-offline-privacy-too/#607f55df3b96
- Lindsey, Nicole – *New Research Study Shows That Social Media Privacy Might Not Be Possible* -- https://www.cpomagazine.com/data-privacy/new-research-study-shows-that-social-media-privacy-might-not-be-possible/
- Raine, Lee – *Americans' Complicated Feelings About Social Media In An Era of Privacy Concerns* - https://www.pewresearch.org/fact-tank/2018/03/27/americans-complicated-feelings-about-social-media-in-an-era-of-privacy-concerns/
- Walker, Leslie – *Psst! The Secret List of Anonymous Social Networks* -- https://www.lifewire.com/list-of-anonymous-social-networks-2654864

Assignments
- Mid semester project due 11:59pm Sunday

Week 9 – Social Analytics & Monitoring (10/14-10/20)

Learning Objectives
- Analyze content and engagement on platforms
- Track participation on social networks
- Monitor messages related to your brand and respond appropriately

Watch:
- Monday, October 14, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

- Barysevich, Aleh – *12 of the Best Social Media Analytics Tools (And How They Can Help Your Business)* -- https://www.socialmediatoday.com/news/12-of-the-best-social-media-analytics-tools-and-how-they-can-help-your-bus/546568/
- Driver, Saige – *Guide to Social Media Analytics* - https://www.businessnewsdaily.com/10694-understanding-social-media-analytics.html
- Leidig, Paige – *What Is Social Media Analytics & Why Is It Important?* -- https://www.netbase.com/blog/what-is-social-media-analytics-why-is-it-important/
- Tesmond, Matt – *Social Media Monitoring vs. Social Media Listening* -- https://sproutsocial.com/insights/listening-vs-monitoring/

Assignments
- Assignment 3 due 11:59pm Sunday

Week 10 – ROIs & KPIs (10/21-10/27)

Learning Objectives
- Classify what social media return on investment (ROI) means
- Establish key performance indicators for the brand

Watch:
- Monday, October 21, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:
- Clarke, Todd – *18 Social Media KPIs you Need to Track to Measure Success* -- https://blog.hootsuite.com/social-media-kpis-key-performance-indicators/
- Dawley, Sarah & Aynsley, Micahel – *How to Prove and Improve Social Media ROI (Includes a Free Calculator)* - https://blog.hootsuite.com/measure-social-media-roi-business/
- Digimind Marketing – *20 Essential KPIs For Your Social Media ROI* -- https://cdn2.hubspot.net/hubfs/636866/The%2020%20Essential%20KPIs%20for%20your%20social%20media%20ROI.pdf

Assignments
- Discussion due 11:59pm Friday

Week 11 – Target Marketing (Demographics & Psychographics) (10/28-11/3)

Learning Objectives
- Determine the target market for your campaign and/or strategy
- Review the difference between demographics and psychographics

Watch:
- Monday, October 28, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

- Birkett, Alex – *How Data Driven Marketers are Using Psychographics* -- https://conversionxl.com/blog/psychographics/
- Buryan, Marta – *Why Knowing Your Target Audience is Key to Content Marketing* -- https://www.socialbakers.com/blog/knowing-your-target-audience-is-key-in-content-marketing
- Leff, James – *Three Steps For More Personalized, Targeted Marketing in the Digital Age*- https://www.forbes.com/sites/forbesagencycouncil/2019/06/07/three-steps-for-more-personalized-targeted-marketing-in-the-digital-age/#791438f4a957
- Newberry, Christina – *How to Build a Buyer Persona (Includes Free Template*) -- https://blog.hootsuite.com/buyer-persona/

Assignments
- Discussion due 11:59pm Friday

Week 12 – Inbound Marketing & Social Listening (11/4-11/10)

Learning Objectives
- Grasp how inbound marketing impacts overall strategy
- Listen to what is being said about brands on social channels
- Evaluate information and take action on findings

Watch:
- Monday, November 4, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:
- Marketo – *Inbound Marketing* -- https://www.marketo.com/inbound-marketing/
- Newberry, Christina – *What is Social Listening, Why it Matters, and 10 Tools to Make it Easier* - https://blog.hootsuite.com/social-listening-business/
- Sellas, Brooke B. – *4 Ways Social Listening Can Inform Your Marketing Strategy* -- https://businessesgrow.com/2019/01/09/social-listening-2/
- Trier, Reid – *10 Key Components to Your 2019 Inbound Marketing Plan* -- https://www.weidert.com/whole_brain_marketing_blog/9-key-components-to-your-2015-inbound-marketing-plan

Assignments
- Assignment 4 due 11:59pm Sunday

Week 13 – Crisis Situations & Ethics (11/11-11/17)

Learning Objectives
- Prevent crisis situations on social media
- Know how to handle a social crisis if presented
- Understand how to act ethically on social channels and in crisis situations

Watch:
- Monday, November 11, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch

Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:
- Bayer, Jay – *Don't Be Scared, Be Prepared: How to Manage a Social Media Crisis* - https://www.convinceandconvert.com/social-media-strategy/dont-be-scared-be-prepared-how-to-manage-a-social-media-crisis/
- McKlinson, Donna, Jacobson, Jake A., Nathanson, Pamela, Walter, Jennifer K., Lantos, John D., Feudtner, Chris – *Ethics Rounds: In the Eye of a Social Media Storm* -- https://pediatrics.aappublications.org/content/138/3/e20161398
- Miller, Faye – *Ethical Design is the Answer to Some of Social Media's Problems* -- http://theconversation.com/ethical-design-is-the-answer-to-some-of-social-medias-problems-89531
- Tama, Karina – *How to Draw the Line on Unethical Marketing* -- https://www.forbes.com/sites/forbescommunicationscouncil/2019/06/24/how-to-draw-the-line-on-unethical-marketing/#5e83dbd05736

Assignments
- Discussion due 11:59pm Friday

Week 14 – Influencers & Message (11/18-11/24)

Learning Objectives
- Explain the power of influencer marketing
- Know how to choose the right content and influencer for a brand

Watch:
- Monday, November 18, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:
- Brooks, Aaron – *Influence Marketers in 2019: Why it's All About Content Creators* -- https://www.martechadvisor.com/articles/influencer-marketing/influencer-marketing-in-2019-why-its-all-about-content-creators/
- Qudsi, Ismael – *Practical Ways to Measure Influencer Marketing ROI* - https://www.forbes.com/sites/forbesagencycouncil/2019/04/05/practical-ways-to-measure-influencer-marketing-roi/#6277c1914a1c
- Rueb, Emily S. – *Your Instagram Feed is About to Have More Ads From Influencers* -- https://www.nytimes.com/2019/06/04/technology/instagram-ads-influencers.html?searchResultPosition=3

Assignments
- Discussion due 11:59pm Friday

Week 15 – SEO & SEM (11/25-12/1) - Thanksgiving

Learning Objectives
- Discern the meaning of search engine optimization (SEO) and marketing (SEM)
- Distinguish how SEO and SEM impact marketing strategy

Watch:

- RECORDED: Monday, November 25, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:

- Contributor – SEO vs. SEM: How Do They Work Together -- https://digitalmarketinginstitute.com/en-us/blog/15-05-18-how-do-seo-and-sem-work-together-in-2018
- Forsey, Caroline – *The Ultimate Guide to SEM (Search Engine Marketing)* -- https://blog.hubspot.com/marketing/search-engine-marketing
- The Daily Egg – *8 Reasons Why Your Website Needs Search Engine Optimization* - https://www.crazyegg.com/blog/seo/why-search-engine-optimization/
- Wilhelme, Kelly – *What Exactly is the Difference Between SEO & SEM* -- https://www.weidert.com/whole_brain_marketing_blog/difference-between-seo-vs-sem

Assignments

- Happy Thanksgiving! No discussion/assignment

Week 16 – Future of Social Media (12/2-12/8)

Learning Objectives

- Anticipate social media trends and strategy of the future
- Prepare for the augmented (AR) and virtual reality (VR) revolution

Watch:

- Monday, December 2, 7:00 PM – 9:00 PM
- Course classroom: https://ufl.zoom.us/my/kblitch
  Recording of live lecture will be sent out via email and posted in announcements immediately following lecture

Required Readings:

- Grewal, Dhruv, Roggeveen, Anne, and Nordfalt, Jens – *The Future of Retailing* -- https://reader.elsevier.com/reader/sd/pii/S0022435916300872?token=F173135A4F7CEB3AD7868D6658D1081A218BAF69C35B6447941AEF6C1BB3EA66AF77FDB322885B5FB5C7786893F069CB
- Griffin, Thomas – *How AI Can Improve Your Social Media Marketing* -- https://www.forbes.com/sites/forbestechcouncil/2019/06/27/how-ai-can-improve-your-social-media-marketing/#1dd1ebbb7058
- Mulvey, James – *Social Media in 2020: 11 Data Backed Predictions* - https://blog.hootsuite.com/social-media-2020/
- Nichols, Greg -- *Augmented and Virtual Reality Mean Business: Everything You Need to Know* -- https://www.zdnet.com/article/augmented-and-virtual-reality-mean-business-everything-you-need-to-know/

Assignments

- Final project due 11:59pm Sunday, December 8