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Course Logistics: Fall 2020, Section 07E3(19673), 3 credit hours

Course Meeting Days/Times: 100% online

Office Hours: More info will be shared in the course Canvas page. Any changes to office hours will also be announced ahead of time
  • Office Hours will be held twice weekly via Zoom
        -Mondays 10:00am-11:30am
        -Wednesdays 10:00am-11:30am
  • Office hours are also available by appointment

For emails associated with PUR3622, please include *PUR3622, Fall 2020* within the email subject for timely replies.

COURSE OVERVIEW
Social media has changed the way companies do business and interact with their audiences. In this course, we will explore social media from a public relations perspective and understand how our roles as strategic communicators have evolved as a result. You will learn to develop a social media strategy, create content and measure meaningful results to reach brand goals and reach key audiences.

Social media changes every day. Because of this, the course content may also change, allowing us to address and analyze what's happening across the industry.

This course is centered on you and your needs. As such, the course will provide the opportunity for hands-on learning and real-world applications to help you gain experience and build a robust portfolio that showcases your social media and strategic thinking skills.

COURSE OBJECTIVES
In this class, students will master the basic social media skills of public relations and digital professionals to prepare them to meet the demands of today's industry. You will learn to:

  • Analyze the social media landscape and its role in public relations and business;
  • Apply fundamentals and best practices to social media management;
  • Create and tailor social media plans – including strategy, content and KPIs – based on your target audiences and business objectives;
  • Use social media platforms and professional tools, such as Hootsuite, through hands-on learning opportunities;

- Identify key performance indicators and measure the success of social media efforts;
- Examine the ethical and legal implications and potential risks of social media for brands;
- Develop and apply critical thinking, listening and professional skills through assignments that mimic industry work with clients and peers.

COLLEGE OF JOURNALISM & COMMUNICATIONS OBJECTIVES
The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:
- Understand and apply the principles and laws of freedom of speech and press for the US
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

COURSE FORMAT & CONTENT
This course will be 100 percent online. It is very important for you to keep up with all the video lectures, readings, assignments, quizzes and exams. These will be key to successful completion of the course.

I will generally use Canvas for all course communication, which will include a weekly email every Monday morning with upcoming assignments and announcements. Canvas can also remind you of upcoming due dates. **Please check the site on a daily basis to make sure you are keeping pace.**

Course content may be published in advance, giving you the opportunity to work ahead.

REQUIRED/RECOMMENDED MATERIALS
We do not have a specific textbook for this course, but we will use the below materials throughout the semester:

- Required weekly online readings assigned throughout the course.
- Social media training videos from Hootsuite Academy and Hubspot Academy.
- You will be asked to use social media platforms, such as Facebook, Instagram, LinkedIn and Twitter, to complete several of your assignments for this course.
- Recommended Book: Schaefer, Mark W. *The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business.* 2015. (ISBN: 0692372334)

SUBMITTING ASSIGNMENTS
All assignments must be "client-ready," which means they have been proofread, reviewed and formatted so that they are ready to submit to your client – or in this case, to your instructor.

Everything you write for this course must be coherent, logical and carefully edited. Misspellings, syntax and grammatical errors are unacceptable and will affect your grade. This is a key skill for future public relations and social media professionals.

Assignments will be completed either individually or as a group. Groups for your social media project will be assigned for the semester.

Late Policy, Technical Issues and Make-Up Assignments
Social media takes time and consistency. Manage your time wisely. Please do not wait until the last minute to start working on your assignments. Public relations and social media professionals are often bound by tight, important deadlines and missing these can damage their and their clients' credibility.

All assignments are due on Canvas by 11:59 p.m. on the date of the deadline, unless otherwise instructed. Late assignments will not be accepted. It is your responsibility to make sure that your assignments are uploaded properly. Blaming technology is not acceptable. Additionally, blaming a group member is also not acceptable.

Requirements for make-up assignments and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.

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.
For any technical issues, you may contact the UF Help Desk, which is available 24 hours a day, seven days a week:
- http://helpdesk.ufl.edu/
- (352) 392-HELP (4357)
- helpdesk@ufl.edu

GRADING POLICY
Final grades will be based on the following scale:
- 90 – 100% A   • 70 – 71% C-

- 88 – 89% B+
- 82 – 87% B
- 80 – 81% B-
- 78 – 79% C+
- 72 – 77% C

- 68 – 69% D+
- 62 – 67% D
- 60 – 61% D-
- 0 – 59% E

For more information on UF grades and grading policies visit <u>here</u>.

For any questions regarding a given grade on an assignment, please contact me within 48 hours after the grade is received.

COMPONENTS OF YOUR FINAL GRADE

- **Exams (20%)** – You will have a midterm and final exam.
  - **Midterm Exam:** You will have 60 minutes to complete your midterm exam, which will cover Modules 1-8. The exam includes short response, multiple choice, matching and true/false questions. The midterm exam will use Honorlock, so you will not be able to access your desktop or browsers while you take the exam. However, you may use your notes and any other materials from the course.
  - **Final Exam:** The final exam will require that you apply what you've learned throughout the course. This is a "take home" exam that is not timed or proctored. You are expected to use secondary research.

- **Weekly Assignments (40%) –** You will complete discussions and activities related to the weekly modules. The purpose of these assignments is to encourage you to think critically and apply the lessons learned each week. Some weeks will not have an assignment.

- **Group Social Media Project (30%)** – With your group, you will develop a social media campaign strategy for a client. You will complete several components of the plan throughout the semester that will count toward your final grade. The final project will require you to create a PPT and record your presentation as a team. Your team members' evaluations of your contribution and overall participation will affect your grade, too. See the breakdown below:
  - Components – 40%
  - Final Project and Presentation – 50%
  - Peer Evaluations – 10%

- **Hootsuite Platform Certification (10%) –** You will complete your Hootsuite Platform Certification this semester. If you already have this certification, you will complete Hootsuite's Social Marketing Certification. Both are free to you as part of this course.

- **Extra Credit Opportunity: Social Media Digests** – Social media is always changing, and it's important to keep up with the latest news, platform updates and brand wins and fails. This semester, we're going to read and analyze social media news as a team. You can earn up to a 5% boost to your group project grade by contributing.

COURSE TIMELINE
Subject to change at instructor's discretion

Week	Module	What's Due?
Week 1: Aug. 31	Module 1: Introduction to Social Media & Public Relations	• Student Information Sheet Discussion: Introduce Yourself with LinkedIn
Week 2: Sept. 7	Module 2: Law & Ethics in Social Media	• Group Project: Client Selection Discussion: Law & Ethics in Social Media
Week 3: Sept. 14	Module 3: Building a Social Media Strategy	Activity: Setting Goals and SMART Objectives
Week 4: Sept. 21	Module 4: Social Monitoring, Listening and Analysis	Discussion: What's #Trending?
Week 5: Sept. 28	Module 5: Social Media Platforms & Best Practices	• Group Project: Research & Audit Self and Peer Evaluation #1
Week 6: Oct. 5	Module 6: Creating Engaging Content	Activity: Social Media Content Shoot
Week 7: Oct. 12	Module 7: Writing for Social Media	Campaign Idea
Week 8: Oct. 19	**MIDTERM WEEK** // Module 8: Paid Social Media	Midterm Exam
Week 9: Oct. 26	Module 9: Community Management	Discussion: Practicing Community Management
Week 10: Nov. 2	Module 10: Measuring What Matters	• Group Project: Content Strategy & Calendar Self and Peer Evaluation #2
Week 11: Nov. 9	Module 11: Influencer Relations	• Discussion: Identifying Influencer Partners
Week 12: Nov. 16	Module 12: Social Media Crises & Tragedies	• Group Project: Client Evaluation • Discussion: Social Media Crisis & Tragedy
Week 13: Nov. 23	**THANKSGIVING**	• Hootsuite Platform Certification
Week 14: Nov. 30	Module 13: Social Media & Emerging Technology	• Discussion: Brands Using Emerging Technology
Week 15: Dec. 7	**LAST WEEK OF CLASS**	• Final Group Project & Presentations • Self and Peer Evaluation #3 • Final Exam – Due Dec. 16

CONTACTING ME
I will be available to answer questions and provide feedback via email. Please be aware that email is considered formal communication, and it is important to practice professionalism. Make sure that you do not treat email as text (i.e., don't use text abbreviations) and never email something that you would not say to your boss' face.

I generally check email once in the morning and once in the evening. I will respond within 48 hours excluding weekends. Emails sent after 4pm on Fridays and/or during weekends will be responded to the following Monday. If you do not receive a reply within 72 hours please resend your inquiry.

Please do not email me with a question about your assignment within 24 hours of the due date.

You may also email me to schedule an appointment for a video conference call if my scheduled Zoom office hours do not work for your schedule.

Please utilize proper etiquette when sending emails. This includes an appropriate "Subject" heading, proper greeting/salutation, grammatically correct message body, and proper closure. **I EXPECT professionalism from you. Inappropriate or etiquette-deprived emails will be returned with a suggestion to revise & resend.**

COURSE PROFESSIONALISM
The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. Students will conduct themselves in an honest, ethical and courteous manner with students and the instructor, abiding by the UF Student Conduct & Honor Codes.

All members of the class are expected to follow rules of common courtesy in email messages, threaded discussions and chats. You may review the Netiquette Guide for Online Courses here: http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf.

ACADEMIC HONESTY
The work you submit for this course must be your own. You must never use direct or paraphrased material from any source, including websites, without citation.
Citation means providing attribution within the text for any ideas, insights or facts that are not your own. To clarify, you may not copy anything word for word from any source without putting quotes around it and attributing the source. This includes organizations' or companies' websites, internal documents and materials.

For this class, we will use the APA in-text citation method. This applies to all discussions, assignments and projects. You must also list your sources in a works cited for all assignments.

All work submitted must be original work for this course. You may not submit anything that you wrote for another class, an internship, as a volunteer or in another academic or professional

setting. You may not submit anything that was written for any purpose other than the given assignment. Plagiarizing another student's work or having another student complete the assignment for you is considered academic dishonesty.

I will handle any incident of academic dishonesty in accordance with the UF Honor Code that provides examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and fabrication. Any case of academic dishonesty will result in a failing grade for this course. I will follow university guidelines for any offense.

You are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor of this class.

You may review the Student Conduct & Honor Codes here:
sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

DIVERSITY AND INCLUSION STATEMENT
It is my intention that students from all diverse backgrounds and perspectives are served well in this course. I hope that the diversity the students bring to this class regarding our experiences and interests will be a resource, strength, and benefit, so we can learn from each other. That being said, in this course, please be considerate of the ideas of others, and treat everyone in class with kindness, tolerance and respect, regardless of how vehemently you disagree with their views.

I intend for materials and activities in this course to be respectful and appreciative of diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture. If you have suggestions regarding how to improve the effectiveness of this course for you personally, or for other students, or student groups, please let me know.

Overall, this semester I hope to create a welcoming environment (even in this online space) that supports diversity of thought, perspectives, and experiences while also honoring your identities. To help accomplish this:

- If you use a name or pronouns that differ from those that are in the official university records, please let me know so that way I can use them.
- If you feel like experiences outside of this class are affecting your participation in this course, if you feel comfortable please come talk to me. You can also submit feedback during the anonymous surveys I send out during the semester. If you prefer to speak to someone outside of the course, please reach out to the UF health and wellness or academic resources listed in this syllabus.
- Like many people I am still in the process of learning about diverse perspectives and identities. If something is said in class (by anyone) that makes you feel uncomfortable, please reach out to me about it. Additionally if you do not feel comfortable informing me of the issue and discussing with me, I encourage you to seek out another trusted source (like an academic advisor, another trusted faculty member, or peer) so they can inform me of the issue.

STUDENTS WITH DISABILITIES
Students requesting classroom accommodation should first register with the Dean of Students Office's Disability Resource Center. The Dean of Students Office will provide an accommodation letter that must be presented to me when requesting accommodation. Students should follow this procedure as early as possible in the semester.

To contact the Disability Resource Center, visit **www.dso.ufl.edu/drc/** or call **352-392-8565**.

HONORLOCK
Honorlock will proctor your exams this semester. Honorlock is an online proctoring service that allows you to take your exam from the comfort of your home. You DO NOT need to create an account, download software or schedule an appointment in advance. Honorlock is available 24/7 and all that is needed is a computer, a working webcam, and a stable Internet connection.

To get started, you will need Google Chrome and to download the Honorlock Chrome Extension. You can download the extension at **https://static.honorlock.com/install/extension**

When you are ready to test, log into Canvas, go to your course, and click on your exam. Clicking "Launch Proctoring" will begin the Honorlock authentication process, where you will take a picture of yourself, show your ID, and complete a scan of your room. Honorlock will be recording your exam session by webcam as well as recording your screen. Honorlock also has an integrity algorithm that can detect search-engine use, so please do not attempt to search for answers, even if it's on a secondary device.

Honorlock support is available 24/7/365. If you encounter any issues, you may contact them by live chat, phone (**844-243-2500**), and/or email (**support@honorlock.com**).

ONLINE COURSE EVALUATION POLICY
Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Click here for guidance on how to give feedback in a professional and respectful manner. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here.

CAMPUS RESOURCES

Health and Wellness
U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

Academic Resources
E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

On-Line Students Complaints: View the Distance Learning Student Complaint Process.