University of Florida
Department of Public Relations

Social Media Management

Summer B - 2022
Asynchronous

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Office Hours: Via Zoom by appointment

*This syllabus is subject to change as the professor deems appropriate and necessary.

COURSE DESCRIPTION
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 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 use Canvas and email for all course communication, which will include a weekly announcement every Monday morning with upcoming assignments and information. Canvas can also remind you of upcoming due dates. Please check the site on a daily basis. Course content may be published in advance, giving you the opportunity to work ahead.

LEARNING OUTCOMES
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 AND 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.

REQUIRED MATERIALS

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

• Schaefer, Mark W. *The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business*. 2015. (ISBN: 0692372334)
• Hootsuite Academy. Social Marketing Training.
          o Free course: https://education.hootsuite.com/courses/social-marketingeducation
• Because of the ever-changing nature of social media, required online readings will be assigned throughout the course.
• 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. If you do not have profiles already, you may be required to create profiles on these platforms to complete assignments.

COURSE POLICIES

INSTRUCTOR INTERACTION

I am happy to meet with students by appointment on Zoom. The best way to reach me is by e-mail. I will try to send a response as soon as possible but it may take up to 48 hours to get a reply. If I haven't responded within that timeframe, please re-send your email.

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. Assignments will be completed either individually or as a group.

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. For this class, we will use the APA citation method. This applies to all discussions, assignments, and projects.

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.

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/academicregulations/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

CLASS ETTIQUETTE
Please be considerate of the ideas of others, and treat everyone in class with kindness, tolerance, and respect, regardless of your own personal views.

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.

UNIVERSITY POLICIES

ACADEMIC HONESTY
All work submitted for this course must adhere to the university's honor code as follows:
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."

All work submitted for this course must be original and not previously submitted for any other course. Plagiarism or having another student complete an assignment for you will not be tolerated and will be considered academic dishonesty. All cases relating to such behavior will result in a failing grade or more severe measures may need to be taken in compliance with university guidelines.

You may review the Student Conduct & Honor Codes here:
http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/.

ACCOMODATIONS
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. Students with disabilities should follow this procedure as early as possible in the semester.

COURSE EVALUATION
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations 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/.

SOFTWARE USE
All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

STUDENT PRIVACY
There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html

COURSE RECORDING POLICY
Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.
Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited

to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

STUDENT RESOURCES

U Matter, We Care
If you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center
http://www.counseling.ufl.edu/cwc and 352 392-1575; and the University Police Department: 352-392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department
352-392-1111 (or 9-1-1 for emergencies), or http://www.police.ufl.edu/

Academic Resources
E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml

Career Resource Center
Reitz Union, 392-1601. Career assistance and counseling. https://www.crc.ufl.edu/

Library Support
http://cms.uflib.ufl.edu/ask Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center
Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. https://teachingcenter.ufl.edu/

Writing Studio
302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. https://writing.ufl.edu/writing-studio/

Student Complaints
Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

ASSIGNMENTS

Grading Policy

The grading scale for the course is as follows:

A 93-100%   C 72-77%
A- 90-92%   C- 70-71%
B+ 88-89%   D+ 68-69%
B 82-87%   D 62-67%
B- 80-81%   D- 60-61%
C+ 78-79%   E below 60%

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

Components of Your Final Grade

- **Exam (30 percent)** – You will complete one final exam that will consist of putting together a social media strategy for a client by responding to 7-10 questions.

- **Activities (20 percent)** – You will also complete assignments, which have the purpose of putting into practice what you're learning throughout the week. Writing errors (such as grammar, spelling, syntax, etc.) will negatively affect your grade.

- **Individual Discussions (15 percent)** – You will complete discussions related to some of the week's materials. The purpose of these discussions is to encourage you to keep up with the industry, use your critical thinking skills, and share varying perspectives. Writing errors (such as grammar, spelling, syntax, etc.) will negatively affect your grade.

- **Quizzes (20 percent)** - Weekly quizzes about the assigned readings and videos.

- **Hootsuite Platform Certification (15 percent)** – You will complete your Hootsuite Platform Certification this semester. If you're already certified, you will be given an alternative assignment.