MMC 3630 Social Media & Society
Fall 2022 – 16387 (27E9)

Instructor: Andrew Selepak, PhD
Office Hours: Tuesday and Thursday, Period 8
Office: Weimer Hall 3053
Email: aselepak@ufl.edu

Class:
Room: Tuesday, Period 9 (4:05 – 4:55), Weimer Hall G030
        Thursday, Period 9 – 10 (4:05 – 6:00), Weimer Hall G030

Course Website: http://elearning.ufl.edu/

What to expect from MMC 3630:
This course is designed to explore the impact of social media in our lives from a personal and professional perspective. Social media is impacting how we engage with family, friends, co-workers, and businesses. It impacts how and which media we consume. It turns casual fans into fanatics. It helps keep us better informed. It is how products are advertised. It is how brands earn positive public relations. And it provides us with information on what is going on in politics, sports, business, news, entertainment, and weather. But social media is also dividing us and creating vast echo chambers of ideology used to spread dissent, hatred, and propaganda. In this course, we will look to see how we can take the positives of social media and use them for good, while also recognizing the dangers of social media.
By the end of the semester, students will develop a greater understanding of the prevalence of social media in all aspects of our lives.

Course Objectives
1. Explain the fundamentals of social media
2. Compare and contrast social media and traditional media
3. Discuss how to use social media to enhance traditional media strategies
4. Understand different types of social media channels
5. Discuss ways companies use social media for marketing and audience engagement
6. Understand site traffic on social media
7. Describe professional social media etiquette
8. Debate ethical decision making for social media
9. Understand how social media has impacted every industry in profound ways
10. Develop an understanding of social media best practices
11. Understand the privacy risks associated with social media

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Social media is rapidly changing area and the skills students needed just a few years ago are already outdated.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

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

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

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

This class is in-person, and you must log into Canvas with your UF ID and password to access the materials and assignments. The course is organized into modules with due dates.

Technical Assistance
In the event that you have technical difficulties with your course, please contact the UF Computing Help Desk either by filling out an online request form or calling 352-392-4357 - select option 1. The Help Desk is located on the ground floor of the Hub on the UF campus.

If your technical difficulties caused you to miss a due date, you MUST report the problem to the Help Desk and then email your lab instructor. Include the ticket number that you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

IT Support
For all Technical assistance questions please contact the UF Computing Help Desk:
Phone: 352-392-HELP (4357)
Email: helpdesk@ufl.edu

Please Note
Your instructor is not able to handle technological issues or answer questions related to computer issues. If a problem of this nature arises that causes you to miss an assignment, you must provide your Help Desk ticket number to the instructor in order to receive an extension.

Expectations for Students

Announcements
You are responsible for reading all announcements posted in Canvas each time you log in.

Email
You are responsible for reading all your course email and responding in a timely manner (within 24 hours).

Video Conferencing
You are responsible for watching all lectures and attending any live meetings. If you cannot attend a meeting, please advise your instructor at least 24 hours in advance (exceptions can be made for legitimate emergencies). You are expected to demonstrate proper netiquette during any online interactions.

Course-Related Questions
Please email your instructor concerning any course-related questions.

Instructor's Plan for Classroom Response Time and Feedback

Email Policy
Except for weekends, holidays, and University breaks, the instructor and/or teaching assistant will typically respond to emails within 48 hours. If you have questions of a personal nature, please email the instructor.

Assignment Feedback Policy
The instructor and/or teaching assistant will provide feedback on submitted assignments within one week of the submission date. Some assignments may require a longer review period, which the instructor will communicate to you.

Course-Related Questions Policy
Except weekends and holidays, the instructor will generally answer questions within 48 hours.

Video Conferencing
The instructor will provide any information on required video meetings within Canvas.

In-Class Recording
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.

Electronic Communication Policy
In addition to the University's policy, please consider the following:

Privacy, confidentiality, and security in all electronic communications. See [Information Security](#). All electronic communication resources must be used for the course and in alignment with to the CJC Online and University mission. See the [Acceptable Use Policy](#).
Prohibited use of false identity, false identity pseudonyms, or anonymous (sender's name or electronic identification is hidden).
Prohibited online access without consent.
Prohibited disruption of services including introducing computer contaminants (viruses).
Prohibited [harassment](#) of any kind.
Please see UF's Information Technology [policies](#) for additional information.

Academic Integrity Policy
UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code."
The [Student Honor Code](#), Violation of the Student Honor Code, specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to the appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA in this class.

Netiquette
Due to the casual style of communication commonly found in the online environment, students are sometimes tempted to relax their grammar, word choice, syntax (arrangement of words to create well-formed sentences), writing mechanics (capitalization, punctuation, and spelling), and/or professionalism. Keep in mind when communicating with others to be courteous, civil, respectful, and professional. Please remember that you are adult students and professionals— your communication must be appropriate.

Online Attendance Policy
If this course is online, students should access this course at least four times per week to ensure you do not miss pertinent postings, messages, or announcements. It is imperative that you meet

course deadlines and stay active. If you are experiencing a major illness, absences due to University duties, or other large-scale issues, contact the instructor immediately.

Students are responsible for meeting all academic objectives as defined by the instructor. In general, acceptable reasons for absences include illness, serious family emergencies, special curricular requirements, military obligation, severe weather conditions, religious holidays, and participation in official University activities. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Excused absences must be consistent with university policies and require appropriate documentation. For additional information, see the attendance policies.

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.

Notification to Students of FERPA Rights
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.

Online Meeting Etiquette
Video conferencing is an excellent tool to interface with your peers and instructor(s) but there are also netiquette expectations to ensure that all participants are respected and treated with civility. Please make sure that you follow all of the netiquette and etiquette expectations including the following:

Be punctual and courteous.
Position your camera at eye level with good lighting.
Show respect and professionalism by dressing business casual or business professional.
Make sure your background is in a proper setting with minimal distractions.
Mute your microphone when you are not speaking.

Writing Style
In order to meet the academic rigor and standards of UF, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, intext citing and references, etc. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.

Academic Resources

One UF Student Portal – Course registration, final grades, transcript requests, degree audit.

GatorRater – Online faculty evaluations and results.

UF Bookstore: Phone: 352-392-0194, Email: ufbookstore@bsd.ufl.edu

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

UF Library Services for Distance Students

Ask a Librarian – chat with librarians online.

CJC Librarian - April Hines, Phone: 352-273-2728, Email: aprhine@uflib.ufl.edu.

Course Reserves: Electronic resource reserve items that can be accessed via links or files.

Teaching Center: General study skills and tutoring. Broward Hall, Phone: 352-392-2010 or 352-392-6420.

Writing Studio: Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

On-Line Student Complaints: This process is designed to make every attempt to resolve student complaints within its academic and administrative departments at the program level.

Information for Veterans: Veterans Affairs Certification: Phone: 352 - 294-2948

Student Resources

Distant Student Resources: Phone: 352-392-1265

U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or Phone: 352-294-2273 so that a team member can reach out.

Counseling and Wellness Center: 3190 Radio Road, Gainesville, FL 32611
Phone: (352) 392-1575, Fax: (352) 273-4738

Sexual Violence Response: Victim services, Care Area, UF Police Department, and Title IX.

University Police Department: Resources available include the Office of Victim Services and Community Services Division. Emergency: 9-1-1; Non-Emergency: 352-392-1111.

Academic Planning: Academic advisors that can refer you to the wide array of resources that are available to UF students.

Gator Connect: Online database of student organizations.

Career Connection Center: Career assistance and counseling. Reitz Union, Phone: 352-392-1601.

Veteran Services: Office of Student Veteran Services, Phone: 352-294-2948, email: vacounselor@ufl.edu. Collegiate Veterans Success Center, Phone: 352- 294-7215, email: charlotte.kemper@va.gov.

Student Financial Affairs: Financial aid counseling including Aid-a-Gator program. Phone: 352-392-1275.

Student Success Coach: Meet with a graduate student coach that can support you in numerous ways during your time in graduate school, such as time and stress management, motivation, organization, and much more.

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

Assessments	
Writing Assignments (4 total)	20%
Google Analytics Course	5%
Hootsuite Platform Course	5%
Hootsuite Social Marketing Course	10%
Exams (2 total)	20%
Mid-semester proposal	10%
Final Project	30%

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

Grading Scale

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

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

Late Work Policy
Students are expected to complete assignments by the day they are scheduled. The following penalties will be applied to all work that is late for any reason other than those identified by the

university policies, which can be found online at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

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

Course work
This course is comprised of readings, lectures, three certificates, assignments, exams, and a final project. Students are expected to attend/watch all lectures and contribute to any class discussions and assignments using examples drawn from professional experience, personal experience, and course readings. Students are expected to complete course assignments on-time based on the rubrics provided. Lastly, a final group project, due at the end of the semester, will measure students' understanding of the impact of social media.

Lectures
It is the responsibility of the student to attend all lectures. The lectures are designed to build off each other as well as correspond with the weekly readings and assignments.

Assignments
There are a total of FOUR Assignments during the semester. These assignments provide students with theoretical contexts for applying the material learned from the lectures. Specific details about each assignment are provided within the "Assignments Tab" of Canvas. The Assignments are due by 11:59 p.m. EST Thursday of the week assigned. Additionally, students may be required to use programs and websites outside of Canvas to complete activities.

Google Analytics Course
You must complete a Google Analytics training course. The course will provide instruction using Google Analytics. Upon completion of course, students should submit a screenshot of the completed certification in Canvas.

Hootsuite Platform Certification Course
You must complete the Hootsuite Platform Certification training course. The course will provide instruction using the Hootsuite software. Upon completion of course, students should submit a screenshot of the completed certification in Canvas.

Hootsuite Social Marketing Certification Course
You must complete the Hootsuite Social Marketing Certification training course. The course will provide instruction on how to grow followers and engagement. Upon completion of course, students should submit a screenshot of the completed certification in Canvas.

Exams
Twice during the semester, students must complete exams intended to measure the student's ability to retain key concepts from the course material. See the course schedule for dates. Exams must be completed in Canvas.

Mid-Semester & Final Project
The Final Project for this course will require students to create a social media campaign aimed at influencing the public to make a change, raise money for a cause, or to influence the government or a business/industry to make a change for the social good. In effect, this is a Public Interest campaign using social media.

The project will be divided into TWO parts:
1. A mid-semester paper detailing a proposed social change campaign
2. A final paper detailing the impact of the project based on creating a real-world social media campaign

Students will be divided into groups in Week Two by the instructor. By Week Three, students will need to decide on a social change campaign they wish to work on for the rest of the semester as part of their Final Project, and have that topic approved by the instructor.

In the mid-semester paper, students will provide background on the issue they wish to address and how they will use social media to bring about positive change in the real-world through a social media campaign.

Students will then need to implement their social change campaign in the real world using social media.

The final paper will discuss the success and failures of that campaign and the effects it had on the real-world. This means students will be creating an original social media campaign with real content that will be viewed by an outside audience.

Course Policies

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

Courtesy.
If you arrive late to lecture or lab, settle in with minimum disturbance. Put your cell phone on vibrate. **DO NOT TAKE PHOTOS DURING THE CLASS OF POWERPOINTS OR OTHER MATERIAL**. First, this can be distracting to the instructor. Second, if you are only taking photos of the lecture material, you are not processing the information and you will not learn it. This may prevent you from doing well on exams.

Flexibility
We believe the semester plan outlined in the calendar is realistic. Nonetheless, the instructor reserves the right to adjust the course content, exercises, exams, etc., based on the class's collective ability to maintain pace.

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

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

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

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

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

Course Evaluation
Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. 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 https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

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/wp-content/uploads/sites/4/2018/08/The-Orange-Book-Web.pdf

The University of Florida 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."

ACADEMIC HONESTY

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

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

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

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

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

Course Calendar
****NOTE: schedule subject to change based on availabilities and other factors.

Week One – 8/25

Lecture: Syllabus overview and course introduction

Week Two – 8/30 & 9/1

Lecture: What is Social Media?

Readings: What Is Social Media? – Everything You Need To Know

Week Three – 9/6 & 9/8

Lecture: Social Media and Theory

Readings:
Theories of Computer-Mediated Communication
What Is the Dunning-Kruger Effect?

Final Project: Your instructor will split the class into groups for the Final Project

Assignment:

Your instructor will assign you a social media channel for next week's Assignment.

Week Four – 9/13 & 9/15

Lecture: Social Media Best Practices

Readings:
How to Use a Social Media Content Calendar for Your Brand Strategy
The Beginner's Guide to A/B Testing on Social Media

Final Project: Social change topic submitted to instructor

Assignment:
Social Media Channel Assignment due by 11:59 PM EST on Thursday, 9/15

Week Five – 9/20 & 9/22

Lecture: Social Media Metrics

Readings:
Social media analytics: The complete guide

Assignment:
Complete Hootsuite Platform Course by 11:59 PM EST on Thursday, 9/22

Week Six – 9/27 & 9/29

Lecture: Social Media and Marketing

Readings:
The Secrets of Setting SMART Social Media Goals for your Business
Engage your audience with these helpful social media video tips

Assignment:
Monitoring Social Media Feedback Assignment by 11:59 PM EST on Thursday, 9/29

Week Seven – 10/4 & 10/6

Lecture: Social Media and Social Change

Readings:
Gen Z: Activism or Slacktivism?
How to Start a Movement: Building a Social and Political Campaign

Final Project: Submit mid-semester proposal paper by 11:59 PM EST on Thursday, 10/6

Week Eight – 10/11 & 10/13

Exam: **Exam One, 10/11**

Lecture: Social Media and Ethics

Readings:
Tracked and Traced: You are the product, thanks to surveillance capitalism
Censorship Isn't the Solution to Social Media's Ills

Week Nine – 10/18 & 10/20

Lecture: Social Media and Public Relations

Readings:
Social Media Storytelling: How to Do it Right?
Why Every PR Campaign Needs Social Media Marketing

Assignment:
Social Media and Ethics Assignment by 11:59 PM EST on Thursday, 10/20

Week Ten – 10/25 & 10/27

Lecture: Social Media and Journalism

Readings:
More people are avoiding the news, and trusting it less, report says
Every newsroom needs to update its social media policies

Assignment:
Social Media and Journalism Assignment by 11:59 PM EST on Thursday, 10/27

Week Eleven – 11/1 & 11/3

Lecture: Social Media and Politics

Readings:
Why the past 10 years of American life have been uniquely stupid

Assignment:
Complete Hootsuite Social Marketing Course by 11:59 PM EST on Thursday, 11/3

Week Twelve – 11/8 & 11/10

Lecture: Social Media and Privacy

Readings:
Leaked Audio From 80 Internal TikTok Meetings Shows That US User Data Has Been Repeatedly Accessed From China
Right to Privacy and its Significance in Social Media

Assignment:
Complete Google Analytics Course by 11:59 PM EST on Thursday, 11/10

Week Thirteen – 11/15 & 11/17

Lecture: Social Media Literacy

Readings:
8 Best Free Deepfake Apps To Have Fun With In 2022
Helping Students Find the Truth in Social Media

Week Fourteen – 11/22 & 11/24

NO CLASS - THANKSGIVING

Week Fifteen – 11/29 & 12/1

Exam: **Exam Two, 12/1**
Lecture: Social Media Predictions

Readings:
Predictions on the Future of Social Media
What's next for media without Facebook's traffic? Here are 5 predictions

Week Sixteen – 12/6

Final Project: **Final Project Due, 12/6**