

# MMC6730: Social Media Management

Spring 2017

## Instructor

Jared Preusz, MS

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## Contact

Please use my UF email – [jpreusz@jou.ufl.edu](mailto:jpreusz@jou.ufl.edu) - to contact me. Email is the quickest way to get a message to me as it hits my phone, which I always have with me! I will respond to all emails within 24 hours. Please feel free to call my cell in cases of emergencies. If you have general questions about the course, please use the Discussion Forum on Canvas.

## Office Hours:

You may contact me at any time with questions via any of the means listed above. I will make every effort possible to meet with you at the most convenient time, whether that be during the evenings or even on weekends. Please allow up to 24 hours for email replies.

## Instructor Bio:

Welcome to MMC 6730 - Social Media Management! My name is Professor Preusz and I have been teaching this course since 2015. I'm also co-teaching a brand new course, Advanced Metrics in Social Media, with Professor Allison Cass starting this semester at the University of Florida. I currently work as a Web Content Manager for a Florida-based digital marketing agency, Digital Media Solutions, and also work as a social media manager and consultant for high-profile clients and small businesses. I currently live in Salt Lake City with my wife, Janel, and 3-year-old son, Tommy.

## Course Website and Login

Your course is Canvas (UF e-Learning). Go to <http://elearning.ufl.edu/>. Click the blue e-Learning button. Login with your GatorLink account. Your course will be in the Courses menu on the left navigation. You might have to click All Courses at the bottom depending on how many courses you have taken at UF. Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

## Connect – live class meeting room

<https://uflcoj.adobeconnect.com/mmc6730/>

**Meeting Time:** We will have several live lectures in the latter half of this course. Please check each weekly module on Canvas to see which weeks will have a live lecture. We will meet at 7 p.m. EST on Mondays during the live lecture weeks. Advance warning of live lecture dates will also be given via email. All live lectures will be hosted in the class Adobe Connect room and will be recorded and uploaded in Canvas shortly after the recordings.

## Course Description:

This course teaches students to use social media strategically to create value for a client or organization. An emphasis is placed on strategic collaboration, tactical execution, and measurement of social media efforts. Students will learn by doing in assignments focusing on social media post writing and publishing, management and measurement tools, a social media audit, an editorial calendar, a social media strategy and tactical plan, and crisis management. The course will cover blogs, Facebook, Twitter, Instagram, Pinterest, LinkedIn, Snapchat, and an array of niche social media platforms.

## Course Objectives:

By the end of this course, students will:

- Identify the components of a strategic social media plan and effectively develop one that creates value for any organization
- Create engaging content for Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, Snapchat, and additional niche social media channels
- Evaluate which social media platforms are the most effective for a selected brand
- Identify the best tools to manage and measure the performance of social media content and campaigns
- Assess the critical issues social media managers face and how to handle crises

## Course Expectations:

This 12-week course will consist of two parts. The first half of the course (Weeks 1-7) will be focused on developing a three-month social media plan for a brand you select at the beginning of the semester. The brand you select could be the current company you work for or a company you wish to present your social media plan to after this class. You will complete weekly assignments that will act as components of your social media plan, including a social media audit, a social media strategy and tactical plan, and a content strategy plan. During Week 7, you will submit your social media plan as a midterm project.

The second half of the course (Weeks 8-12) will be focused on executing the social media plan you created during the first half of the course. For your weekly assignments, you will create an editorial calendar, produce social media content, broadcast a Facebook Live or Periscope video, and design a big idea social media campaign. Your Final Project, the key components of your social media plan, execution ideas, and a big idea campaign, will be presented to the instructor live via Adobe Connect during Week 12. The instructor will act as the head of marketing of your selected brand. The goal of the presentation will be to sell the ideas in your social media plan to the instructor/brand in order to win their business.

***Note: It is highly recommended that you select a brand in an industry that you would have the best opportunity in real life to present your social media plan to after this course. This will provide a relevant and rewarding experience. Although this is a recommendation, it is not required.***

In addition to the weekly assignments, midterm, and final, you will also be expected to:

- Watch weekly lectures and assigned videos
- Read weekly assigned readings
- Complete a quiz or discussion post (See the Course Schedule to see which weeks offer a quiz and which ones offer a discussion post)

You will be expected to complete all coursework on time and participate in class discussions in a professional manner while respecting the instructor and fellow students. These discussions are not limited to the Canvas shell, but all platforms that involve coursework.

### 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:

Quesenberry, Keith, A. (2016). *Social Media Strategy: Marketing and Advertising in the Consumer Revolution*. Rowman & Littlefield.

ISBN-13: 978-1442251533

ISBN-10: 1442251530

*This book is available as a paperback, hardcover, or Amazon Kindle version.*

### Teaching Philosophy:

Social media management is a rapidly changing field that requires you to constantly stay on top of the latest trends and news in social media as well as have a strong pulse on what is happening in the industry of the client or organization you are working for. Since there are many changes and developments, it can be easy to become overwhelmed. In order to be successful in this course and as a social media manager, you must approach social media management with a strategic mindset as well as be highly organized so you can manage multiple projects simultaneously.

### Course Policies:

#### Attendance Policy:

Because this is an online asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site at least once each day, Monday – Friday to check for course updates in the announcements and discussion sections of the site.

#### Late Work and Make-up 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.

Unless excused, work submitted within 24 hours after the due date will be deducted by 30%. No work will be accepted past 24 hours after the due date, unless previously excused.

**Issues with uploading work for a grade is not an excuse.** If student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders to Instructor via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

**Technical issue policy:** 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 the UF helpdesk at (352) 392-HELP.

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:

In general, most coursework should be submitted through Canvas. Your Final Presentation, however, will be presented to the instructor via Adobe Connect during week 12, but you will turn in your PowerPoint slides in Canvas prior to your presentation.

### Deadlines:

This class involves many deadlines. These are the general deadlines you can expect in this course. The new lecture starts on Monday every week. The following outlines all other assignment due dates:

- Quizzes 11:59 PM EST Thursdays
- Discussion Posts 11:59 PM EST Fridays
- Peer Reaction Discussion Posts 11:59 PM EST Sundays
- Assignments 11:59 PM EST Sundays
- Final Project PowerPoint 11:59 PM EST Sunday, March 19, 2017
- Final Project Live Presentations Various Times, March 20-22, 2017

### Grading:

**All assignment grading will be on 100-point scale.**

Your work will be evaluated according to the following distribution (example):

- Quizzes (6 total) 10%
- Discussion Posts (6 total) 15%
- Peer Reaction Discussion Posts (6 total) 10%
- Midterm Project – Social Media Plan 20%
- Weekly Assignments (8 total) 25%
- Final Project Live Presentation 20%

The final grade will be awarded as follows:

A	100%	to	93%
A-	< 93%	to	90%
B+	< 90%	to	87%
B	< 87%	to	83%
B-	< 83%	to	80%
C+	< 80%	to	77%

C	< 77%	to	73%
C-	< 73%	to	70%
D+	< 70%	to	67%
D	< 67%	to	63%
D-	< 63%	to	60%
F	< 60%	to	0%

The grade of 92.62 is A. The grade of 92.34 is A-. When the grade falls at a .5, I will carry the grade to the next decimal point for rounding purposes.

Current UF grading policies for assigning grade points:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## Course and Assignment Details

### Weekly Lectures:

The Instructor will post a lecture video to Canvas for all 12 weeks of the course as well as two additional videos – one is an introduction to the course and course topics and the other will cover the syllabus. These videos will vary in length depending on the material. It is your responsibility to watch each of the videos.

There will also be a number of live lectures in the second half of the course (Weeks 7-12). These lectures will give you the chance to ask questions directly to the instructor. If you can't take part in these lectures live, there will be the opportunity to catch up by watching recordings. However, you are expected to do all you can to participate live. The aim is for this interaction is to provide you with more skills and ideas for your assignments and story writing.

Although it is possible to watch the pre-recorded video lectures at any time and at any pace, keeping up with the videos week to week according to the schedule will be easier as many build off of each other, along with the weekly readings.

### Quizzes:

Some weeks you will be asked to take a quiz to test your knowledge of the week's course material (lectures, videos, readings). These quizzes will be multiple-choice.

### Discussion Posts:

Some weeks of the course will require a discussion post. Each discussion post will need to meet the word limit requirement as noted in each discussion posts' page in Canvas. Submissions should provide a detailed analysis based on the course material and other readings for that week as detailed in Canvas. Discussion posts can be found in the Course Schedule section of this syllabus as well as on Canvas. Peer reactions are classified as discussion posts as it is a response in-line to the threaded discussions. There is a separate rubric for peer reactions as noted below.

### Discussion Post Rubric:

	<b>100-93 Excellent</b>	<b>92-84 Good</b>	<b>83-80 Satisfactory</b>	<b>79-70 Poor</b>	<b>Less than 70 Unsatisfactory</b>
Content –	Includes all components of	Includes all components of	Includes most components of	Includes most components of	Missing components of

30%	assignment and provides adequate context for support.	assignment but only offers some points of context for support.	assignment and only offers some points of context for support.	assignment but does not provide any context for support.	assignment and does not provide any context for support.
Insights – 30%	Insights, observations, and/or recommendations are compelling and well thought out.	Insights, observations, and/or recommendations are somewhat compelling and well thought out.	Insights, observations, and/or recommendations are obvious but not compelling or fully thought through.	Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity.	Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and understanding.
Length – 20%	Meets length requirements and effectively communicates ideas within specified range.	Meets length requirement but exceeds word count. Excess words do not take away from effectiveness of assignment.	Meets length requirement but exceeds word count so that content is not easily digestible.	Meets length requirement but exceeds word count in a way that detracts assignment effectiveness.	Does not meet minimum length.
Mechanical – 20%	Free of all grammar/spelling errors.	Free of most grammar/spelling errors. There may be a word or two misspelled.	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility.	Several grammatical errors are made throughout the assignment.	Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility.

### Peer Reaction Discussion Posts

Choose ONE of your classmate’s posts and provide a reaction by responding to their post via the reply function in Canvas. Your reaction should be **at least 100-150 words** and provide **meaningful insight to your peer’s Discussion Post**. This may require you to do some additional research. Simply commenting and complimenting your classmate is not sufficient and points will be deducted from your grade if you do not contribute your own insights.

While it is not mandatory that you comment on assignments that have not already been commented on, it does help the learning process if everyone can receive equal engagement. However, if there are students who complete their assignments late, this becomes impossible. So, please make every effort to complete your assignments on time so that everyone has an equal chance to interact and learn from each other.

Even though you will only receive credit for your **ONE** Peer Reaction, you are encouraged to reply and engage with all of your classmates via these assignments. This is a wonderful opportunity for you to

learn from each other and glean insight in a way you might not otherwise be able to. The students who take the time to explore other students' submissions always learn the most and are most satisfied with their skill set at the end of the course.

### Peer Reaction Discussion Post Rubric

	<b>100-93 Excellent</b>	<b>92-84 Good</b>	<b>83-80 Satisfactory</b>	<b>79-70 Poor</b>	<b>Less than 70 Unsatisfactory</b>
Insights – 50%	Includes quality insights that provide meaningful context for support.	Includes quality insights that provide somewhat meaningful context for support.	Includes obvious insights that provide meaningful context for support.	Includes obvious insights that are not very meaningful.	Does not include insights. Simply congratulates peer on a job well done.
Length – 25%	Meets length requirements and effectively communicates ideas within specified range.	Meets length requirement but exceeds word count. Excess words do not take away from effectiveness of assignment.	Meets length requirement but exceeds word count so that content is not easily digestible.	Meets length requirement but exceeds word count in a way that detracts assignment effectiveness.	Does not meet minimum length.
Mechanical – 25%	Free of all grammar/spelling errors.	Free of most grammar/spelling errors. There may be a word or two misspelled.	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility.	Several grammatical errors are made throughout the assignment.	Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility.

### Weekly Assignments

Along with a quiz or discussion post, you will have 8 weekly assignments in this course. Assignments 2, 3, 4, and 5 will be components of your social media plan, while Assignments 6, 7, and 8 will be executing your social media plan. Be sure to follow all instructions of each assignment to receive full credit.

### Assignment 1 – Brand Selection & Rationale

**Due: Sunday, January 8, 2017, 11:59 p.m. EST**

Select a brand that will be the focus of your social media plan for the class. You have two options for your brand. You can select the company you work for OR a company that you wish to present your social media plan to after the class.

**Note: You must select a brand for your social media plan that has at least one existing social media channel.**

You must include the name of your brand and provide a brief rationale answering the following questions:

- The identity of your brand: Is it a company you work for OR a company you wish to present your social media plan to after this class? Give a brief description of your brand as well.
- Why did you select this brand?

This assignment will need to be turned in via Canvas by 11:59 p.m. on the assigned date listed above. You must receive approval from the instructor before working on any more weekly assignments in the course. The instructor will grade these submissions promptly the day after they are submitted, so it will be important to get these in on time so you can know if your selected brand is approved or not.

### Assignment 1 Rubric

	<b>100-93 Excellent</b>	<b>92-84 Good</b>	<b>83-80 Satisfactory</b>	<b>79-70 Poor</b>	<b>Less than 70 Unsatisfactory</b>
Insights – 50%	Includes quality insights that provide meaningful context for support.	Includes quality insights that provide somewhat meaningful context for support.	Includes obvious insights that provide meaningful context for support.	Includes obvious insights that are not very meaningful.	Does not include insights. Simply congratulates peer on a job well done.
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Mechanical – 25%	Free of all grammar/spelling errors.	Free of most grammar/spelling errors. There may be a word or two misspelled.	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility.	Several grammatical errors are made throughout the assignment.	Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility.

### Assignment 2 – Social Media Audit

**Due: Sunday, January 15, 2017, 11:59 p.m. EST**

For this assignment, you will fill out all of the sections of the Social Media Audit Template, which can be accessed on this link:

<http://www.postcontrolmarketing.com/wp-content/uploads/2016/09/FreeSocialMediaAuditTemplate.pdf>

Read the instructions on the template and fill out all of the sections in regards to your company, consumers, and competitors. For an example on how to use this template, see this Harvard Business Review article: <https://hbr.org/2015/11/conducting-a-social-media-audit>.



All sections of the audit template will need to be completed to receive full credit on this assignment. You can print out the audit template and then fill it out by hand, scan it, and send it in via Canvas or create your own template with all of the same columns and rows in a Microsoft Word document or Excel file. Whatever option you choose for the template, it needs to look professional and easy to read.

This assignment will need to be submitted in Canvas by the due date and time listed above.

### Assignment 2 Rubric

	<b>100-93 Excellent</b>	<b>92-84 Good</b>	<b>83-80 Satisfactory</b>	<b>79-70 Poor</b>	<b>Less than 70 Unsatisfactory</b>
Content – 30%	Includes all components of assignment and provides adequate context for support.	Includes all components of assignment but only offers some points of context for support.	Includes most components of assignment and only offers some points of context for support.	Includes most components of assignment but does not provide any context for support.	Missing components of assignment and does not provide any context for support.
Insights – 30%	Insights, observations, and/or recommendations are compelling and well thought out.	Insights, observations, and/or recommendations are somewhat compelling and well thought out.	Insights, observations, and/or recommendations are obvious but not compelling or fully thought through.	Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity.	Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and understanding.
Length – 20%	Meets length requirements and effectively communicates ideas within specified range.	Meets length requirement but exceeds word count. Excess words do not take away from effectiveness of assignment.	Meets length requirement but exceeds word count so that content is not easily digestible.	Meets length requirement but exceeds word count in a way that detracts assignment effectiveness.	Does not meet minimum length.
Mechanical – 20%	Free of all grammar/spelling errors.	Free of most grammar/spelling errors. There may be a word or two misspelled.	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility.	Several grammatical errors are made throughout the assignment.	Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility.

## Assignment 3 – Social Media Strategy Plan

**Due: Sunday, January 22, 2017 by 11:59 p.m. EST**

This assignment will be the first part of your social media plan. You will use a template provided in Canvas to fill out the following sections of your social media strategy.

**Your brand’s goals:** Outline 2-3 business goals for your selected brand. The goals can be things like 1. Increase brand awareness. 2. Increase company sales. These goals can be very basic like the examples given and do not need to be detailed. You will go into further detail on your objectives.

**Objectives:** Using the SMART approach, list 5-8 objectives for your social media plan in a numbered list format. Here’s an example SMART approach objective:

1. Increase social media mentions for Vivint Smart by 20% over a 90-day period starting May 1, 2017.

This example objective meets the SMART approach because it is Smart, Measurable, Achievable, Realistic, and Time-Bound.

**SWOT analysis:** Using the SWOT table provided in the template, plot out the strengths, weaknesses, opportunities, and threats for your brand. Include these as bullet points and avoid writing long copy or paragraphs. Provide a brief 1-2 paragraph rationale for your SWOT Analysis that explains the strengths, weaknesses, opportunities, and threats more in-depth.

**Target Audience:** Based on the research you have conducted on your selected brand, briefly describe your brand’s target audience in 1-2 short paragraphs. Include demographics (gender, age range, geographic location, etc.), and psychographics (interests, preferences, etc.).

**Buyer Personas:** Create 2-3 buyer personas for your brand. Follow the template to create the buyer personas correctly.

This assignment will need to be submitted by the due date and time listed above.

### Assignment 3 Rubric

	<b>100-93 Excellent</b>	<b>92-84 Good</b>	<b>83-80 Satisfactory</b>	<b>79-70 Poor</b>	<b>Less than 70 Unsatisfactory</b>
Content – 30%	Includes all components of assignment and provides adequate context for support.	Includes all components of assignment but only offers some points of context for support.	Includes most components of assignment and only offers some points of context for support.	Includes most components of assignment but does not provide any context for support.	Missing components of assignment and does not provide any context for support.
Insights – 30%	Insights, observations, and/or recommendations are compelling and well thought out.	Insights, observations, and/or recommendations are somewhat compelling and well thought out.	Insights, observations, and/or recommendations are obvious but not compelling or fully thought through.	Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity.	Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and

					understanding.
Length – 20%	Meets length requirements and effectively communicates ideas within specified range.	Meets length requirement but exceeds word count. Excess words do not take away from effectiveness of assignment.	Meets length requirement but exceeds word count so that content is not easily digestible.	Meets length requirement but exceeds word count in a way that detracts assignment effectiveness.	Does not meet minimum length.
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## Assignment 4 – Social Media Channel and Tactical Plan

**Due: Sunday, January 29, 2017 by 11:59 p.m. EST**

Your Social Media Channel and Tactical Plan will need to include the following:

- **Social media channels and rationale:** Using the Social Media Channel Categories template - <http://www.postcontrolmarketing.com/wp-content/uploads/2016/10/FreeSocialMediaChannelCategoriesTemplate.pdf> - select 1-2 Social Networks and 1-2 Media Sharing platforms that you will use to plan and generate social media posts for your selected brand. **You are required to select at least three social media channels for this assignment.** For each social media channel you select, you will need to include a brief rationale explaining why it will help accomplish your brand’s objectives and why you think it will effectively reach your brand’s target audience.
- **Tactical plan:** Your tactical plan will list and detail the tactics you will use to generate and convert leads, increase followers, and engage audiences for your selected brand. You must include a total of 8-10 tactics for this assignment. For each tactic, you will need to include a brief rationale as to why you plan to include that tactic in your social media strategy plan. You must also include a proposed budget for each tactic and provide a rationale of why that budget should be allocated to each tactic.

This assignment will need to be submitted by the due date and time listed above.

## Assignment 4 Rubric

	<b>100-93 Excellent</b>	<b>92-84 Good</b>	<b>83-80 Satisfactory</b>	<b>79-70 Poor</b>	<b>Less than 70 Unsatisfactory</b>
Content – 30%	Includes all components of assignment and provides adequate context for support.	Includes all components of assignment but only offers some points of context for support.	Includes most components of assignment and only offers some points of context for support.	Includes most components of assignment but does not provide any context for support.	Missing components of assignment and does not provide any context for support.
Insights – 30%	Insights, observations, and/or recommendations are compelling and well thought out.	Insights, observations, and/or recommendations are somewhat compelling and well thought out.	Insights, observations, and/or recommendations are obvious but not compelling or fully thought through.	Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity.	Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and understanding.
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Mechanical – 20%	Free of all grammar/spelling errors.	Free of most grammar/spelling errors. There may be a word or two misspelled.	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility.	Several grammatical errors are made throughout the assignment.	Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility.

## Assignment 5 – Content Strategy Plan and Editorial Calendar

**Due: Sunday, February 5, 2017, 11:59 p.m. EST**

This assignment will have two parts, one of which will be a content strategy plan and the other an editorial calendar.

### **Part 1: Content Strategy Plan**

The content strategy plan will list the content platforms you plan to use for your selected brand as well as provide a general outline of the posts you will be publishing. The content strategy should be a 1-2-page document in Microsoft Word, covering the following:

- **Content platforms:** List which content platforms (blog, website, podcasts, webinars, etc.) you plan to use for the social media content of your brand. For each content management platform, provide a brief paragraph on how it will benefit your social media content. You must select at least one content platform for your brand.
- **Outline of blog posts:** Provide a bullet-point list of the blog articles you would either write or coordinate for your brand.
- **Outline of social media posts:** Provide a bullet-point list of the content you will post on social media channels for your brand.

## Part 2: Editorial Calendar

The editorial calendar will be a high-level overview of the types of posts you will be publishing using the content strategy plan you created as a guide. Use the following template:

<http://blog.hootsuite.com/social-media-templates>. Create a week's worth of content (7 days) using the template. You will need to have content planned for all seven days for each of your selected social media channels. This will provide an overview of the kinds of posts you will publish for any day of a week for your brand of focus in the course. Your editorial calendar can be submitted as a Microsoft Excel file or a PDF.

You will need to submit both parts of the assignment in Canvas by the due date and time listed above.

## Assignment 5 Rubric

	<b>100-93 Excellent</b>	<b>92-84 Good</b>	<b>83-80 Satisfactory</b>	<b>79-70 Poor</b>	<b>Less than 70 Unsatisfactory</b>
Content – 30%	Includes all components of assignment and provides adequate context for support.	Includes all components of assignment but only offers some points of context for support.	Includes most components of assignment and only offers some points of context for support.	Includes most components of assignment but does not provide any context for support.	Missing components of assignment and does not provide any context for support.
Insights – 30%	Insights, observations, and/or recommendations are compelling and well thought out.	Insights, observations, and/or recommendations are somewhat compelling and well thought out.	Insights, observations, and/or recommendations are obvious but not compelling or fully thought through.	Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity.	Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and understanding.
Length – 20%	Meets length requirements and effectively communicates ideas within specified range.	Meets length requirement but exceeds word count. Excess words do not take away from effectiveness of	Meets length requirement but exceeds word count so that content is not easily digestible.	Meets length requirement but exceeds word count in a way that detracts assignment effectiveness.	Does not meet minimum length.

		assignment.			
Mechanical – 20%	Free of all grammar/spelling errors.	Free of most grammar/spelling errors. There may be a word or two misspelled.	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility.	Several grammatical errors are made throughout the assignment.	Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility.

### Midterm Project: 3-Month Social Media Plan

**Due: Sunday, February 19, 2017, 11:59 p.m. EST**

Your Midterm Project for this course will require you to create a three-month social media plan in a Microsoft Word document. Your project will include the work you completed for Assignments 2-5 as well as a few added sections, including an executive summary and conclusion, a list of tools, and a budget for your proposed social media efforts.

The start date of the plan should reflect your understanding of the brand and when you would like them to implement your plan. Your plan should include all of the following components to receive full credit:

- **Executive Summary:** Provide a one-page overview of your social media plan as well as its main selling points. Treat this page as if it will be the only page your brand will see.
- **Table of contents:** Headings for each key section will need to be here along with page numbers. Along with your table of contents, make sure each page is numbered on your social media plan. This will allow the instructor to be able to access all parts of your plan more easily.
- **Assignment 2:** Social Media Audit
- **Assignment 3:** Social Media Strategy Plan
- **Assignment 4:** Social Media Channel and Tactical Plan
- **Assignment 5:** Content Strategy Plan and Editorial Calendar (You can include your Editorial Calendar as a separate Excel file, but if you do this, please note it in your Table of Contents as an Appendix item.
- **Tools:** List 3-5 tools outlined in Appendix C in your textbook that you plan to use for your social media plan. **You must have at least one Graphics tool and one Content Scheduling and Automation tool.** You can have more than 5 tools listed in this section if you feel your selected brand will need it. For each tool you list, please include a 100-150 word rationale explaining how the tool you are proposing will help accomplish your brand’s goals and objectives.
- **Evaluation Plan:** The evaluation part of your social media plan is crucial. You need to outline the steps you will be taking to make sure you have accomplished the set objectives here for your social media plan.
- **Budget for your social media plan:** Provide an overview of how much this social media plan will cost. Use this Social Media Budget Template as a guide on how to format your budget either in Microsoft Word or Excel: <http://www.postcontrolmarketing.com/wp-content/uploads/2016/08/FreeSocialMediaBudgetTemplate-1.jpg>. All of the components of the budget template must be included. While it may not be possible to provide the most accurate

monetary numbers, provide estimates based on your research and the needs of your selected brand.

- **Conclusion:** Provide the overview of your plan, recommendations for future steps, and rationale on why this plan will work and be helpful to your selected brand.

Please note a majority of this assignment will already be completed since you will be turning in Assignments 2-5 on separate weeks in the course prior to this Midterm Project. You will need to, however, update any sections that were missing or that need updates according to the instructor’s feedback. You will also complete components of your Midterm Project via Discussion Post assignments as well, so most of your Midterm Project will consist of revising and perfecting your plan as well as adding a few new sections. Overall, your social media plan should look like a real professional plan that you would send to client.

### Midterm Project Rubric:

	<b>100-93 Excellent</b>	<b>92-84 Good</b>	<b>83-80 Satisfactory</b>	<b>79-70 Poor</b>	<b>Less than 70 Unsatisfactory</b>
Content – 30%	Includes all components of assignment and provides adequate context for support.	Includes all components of assignment but only offers some points of context for support.	Includes most components of assignment and only offers some points of context for support.	Includes most components of assignment but does not provide any context for support.	Missing components of assignment and does not provide any context for support.
Insights – 30%	Insights, observations, and/or recommendations are compelling and well thought out.	Insights, observations, and/or recommendations are somewhat compelling and well thought out.	Insights, observations, and/or recommendations are obvious but not compelling or fully thought through.	Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity.	Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and understanding.
Length – 20%	Meets length requirements and effectively communicates ideas within specified range.	Meets length requirement but exceeds word count. Excess words do not take away from effectiveness of assignment.	Meets length requirement but exceeds word count so that content is not easily digestible.	Meets length requirement but exceeds word count in a way that detracts assignment effectiveness.	Does not meet minimum length.
Mechanical – 20%	Free of all grammar/spelling errors.	Free of most grammar/spelling errors. There may be a word or two misspelled.	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility.	Several grammatical errors are made throughout the assignment.	Several grammatical errors are made throughout the assignment, so much that it detracts assignment

					credibility.
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## Assignment 6 – Big Idea Social Media Campaign

**Due: Sunday, February 26, 2017, 11:59 p.m., EST**

Based on the numerous case studies of social media campaigns you learned in Week 8, this assignment will ask you to create a big idea social media campaign for your own selected brand. Include the following components in a 2-3 page Microsoft Word report:

- Provide an overview of the campaign. What is the campaign and how will it help your selected brand accomplish its goals and objectives?
- Describe the overall theme of the campaign and how it will be incorporated into your organization’s brand.
- Explain which social media channels you will be using for the campaign.
- List the tools you will be using to help make the campaign successful along with a brief rationale explaining why each tool is needed.
- Budget: List the total price of your campaign efforts. How much should your selected brand pay for this campaign and why is it worth the amount you are proposing?
- Describe what is unique about your big idea social media campaign as well as any other points you need to make to convince the management of your selected brand to allocate the money you are proposing to your campaign idea.

This assignment will need to be turned in as a 2-3 page Microsoft Word document in Canvas by the due date and time listed above.

### Assignment 6 Rubric:

	<b>100-93 Excellent</b>	<b>92-84 Good</b>	<b>83-80 Satisfactory</b>	<b>79-70 Poor</b>	<b>Less than 70 Unsatisfactory</b>
Content – 30%	Includes all components of assignment and provides adequate context for support.	Includes all components of assignment but only offers some points of context for support.	Includes most components of assignment and only offers some points of context for support.	Includes most components of assignment but does not provide any context for support.	Missing components of assignment and does not provide any context for support.
Insights – 30%	Insights, observations, and/or recommendations are compelling and well thought out.	Insights, observations, and/or recommendations are somewhat compelling and well thought out.	Insights, observations, and/or recommendations are obvious but not compelling or fully thought through.	Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity.	Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and understanding.
Length –	Meets length requirements and	Meets length requirement but	Meets length requirement but	Meets length requirement but	Does not meet



20%	effectively communicates ideas within specified range.	exceeds word count. Excess words do not take away from effectiveness of assignment.	exceeds word count so that content is not easily digestible.	exceeds word count in a way that detracts assignment effectiveness.	minimum length.
Mechanical – 20%	Free of all grammar/spelling errors.	Free of most grammar/spelling errors. There may be a word or two misspelled.	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility.	Several grammatical errors are made throughout the assignment.	Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility.

### Assignment 7 – Social Media Content Examples for Your Brand

**Due: Sunday, March 5, 2017, 11:59 p.m. EST**

This assignment will require you to do at least three creative executions for social media posts you have outlined in your editorial calendar. You will need to use design tools as outlined in the course (Canva, Typorama, etc.) or use other tools you learned in previous courses in the social media program (Photoshop, Illustrator, etc.) to create professional, realistic social media posts. These creative executions will need to look like actual social media posts for your brand as much as possible.

This assignment will need to be submitted via Canvas by the due date and time listed above. It can be turned in as a Microsoft Word document or a PDF.

#### Assignment 7 Rubric:

	<b>100-93 Excellent</b>	<b>92-84 Good</b>	<b>83-80 Satisfactory</b>	<b>79-70 Poor</b>	<b>Less than 70 Unsatisfactory</b>
Content – 30%	Includes all components of assignment and provides adequate context for support.	Includes all components of assignment but only offers some points of context for support.	Includes most components of assignment and only offers some points of context for support.	Includes most components of assignment but does not provide any context for support.	Missing components of assignment and does not provide any context for support.
Insights – 30%	Insights, observations, and/or recommendations are compelling and well thought out.	Insights, observations, and/or recommendations are somewhat compelling and well thought out.	Insights, observations, and/or recommendations are obvious but not compelling or fully thought through.	Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity.	Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and understanding.

Length – 20%	Meets length requirements and effectively communicates ideas within specified range.	Meets length requirement but exceeds word count. Excess words do not take away from effectiveness of assignment.	Meets length requirement but exceeds word count so that content is not easily digestible.	Meets length requirement but exceeds word count in a way that detracts assignment effectiveness.	Does not meet minimum length.
Mechanical – 20%	Free of all grammar/spelling errors.	Free of most grammar/spelling errors. There may be a word or two misspelled.	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility.	Several grammatical errors are made throughout the assignment.	Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility.

## Assignment 8 – Facebook Live or Periscope Report

**Due: Sunday, March 12, 2017, 11:59 p.m. EST**

Create your own Facebook Live or Periscope video on a topic for your selected brand (if you have access and permission from the brand) OR on a topic that interests you in social media management. You can do this assignment on your own personal Facebook profile, a Facebook page or Periscope account you own, or a company Facebook page or Periscope account, if you have permission and ownership rights.

Take a least 3-5 screenshots of your Facebook Live or Periscope broadcast and include them as a part of the assignment. After you're finished with your live video, write a 2-3-page report describing your Facebook Live or Periscope experience, including the following components:

- Briefly describe the topic of your broadcast and its purpose.
- Describe your promotion efforts before your broadcast.
- Provide details on your preparation before the broadcast.
- Describe how you started the broadcast.
- Write a paragraph detailing how you engaged your audience during the live stream. Include a screenshot here, if applicable, to show how you engaged your audience.
- Explain how you concluded the live video. How long was your video?
- Overall, discuss what you learned about doing this live broadcast video assignment. What worked well and what didn't? What improvements can you make next time?

***If you are able to send the instructor a link to the video, it will help to provide extra context to your written report. This, however, is not required for full credit.***

This assignment will need to be submitted as a 2-3 page Microsoft Word document via Canvas by the due date and time listed above. It is recommended that you plan early for this assignment as it will take some time to complete.

Assignment 8 Rubric:

	<b>100-93 Excellent</b>	<b>92-84 Good</b>	<b>83-80 Satisfactory</b>	<b>79-70 Poor</b>	<b>Less than 70 Unsatisfactory</b>
Content – 30%	Includes all components of assignment and provides adequate context for support.	Includes all components of assignment but only offers some points of context for support.	Includes most components of assignment and only offers some points of context for support.	Includes most components of assignment but does not provide any context for support.	Missing components of assignment and does not provide any context for support.
Insights – 30%	Insights, observations, and/or recommendations are compelling and well thought out.	Insights, observations, and/or recommendations are somewhat compelling and well thought out.	Insights, observations, and/or recommendations are obvious but not compelling or fully thought through.	Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity.	Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and understanding.
Length – 20%	Meets length requirements and effectively communicates ideas within specified range.	Meets length requirement but exceeds word count. Excess words do not take away from effectiveness of assignment.	Meets length requirement but exceeds word count so that content is not easily digestible.	Meets length requirement but exceeds word count in a way that detracts assignment effectiveness.	Does not meet minimum length.
Mechanical – 20%	Free of all grammar/spelling errors.	Free of most grammar/spelling errors. There may be a word or two misspelled.	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility.	Several grammatical errors are made throughout the assignment.	Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility.

**Final Project – Social Media Plan and Big Campaign Idea Presentation**

**PowerPoint Slides Due: Sunday, March 19, 2017, 11:59 p.m. EST**

**Presentations: March 20-22, Various times** (The instructor will invite you to sign up online for a presentation time during Week 7, so you will have plenty of time to prepare).

For your Final Project, you will deliver a 5 to 8-minute presentation of your social media plan and big social media campaign idea to the instructor, who will be acting as the CEO or marketing head of your selected brand. You will need to prepare an engaging and convincing presentation to motivate the CEO/marketing head to buy off on your plan.

Your presentation will need to include the following components:

- **Title slide:** The title of your presentation, the name of your selected brand, and your name. *Do not put MMC 6730, Social Media Management, or anything that resembles our course on the title slide. This presentation needs to look like a real-life presentation you would give to a client in a real setting.*
- **Agenda:** Outline the major components you will be covering in your presentation.
- **Goals and objectives:** Briefly outline the goals of the company and the 5-8 SMART objectives you created in Assignment 3.
- **Social media channels:** Bullet point or visually show the three social media channels you have selected as your main focus for your social media plan and very briefly explain why these channels would be a great fit.
- **Tactics:** Bullet point some of the most compelling tactics from your Tactical Plan on this slide and discuss them in your presentation.
- **Content strategy:** Bullet point the kinds of posts you will be publishing to your selected brand's social media channels. You can even show the content examples you created in Assignment 7 here to give an impressive visual representation of what kinds of posts you will do as a social media manager for your selected brand.
- **Big idea social media campaign:** Describe your big idea social media campaign. You'll want to wow the CEO/instructor with this part of the presentation. Visually show how your campaign will be effective in accomplishing the goals for your selected brand. You can show examples of similar campaigns successfully conducted by other companies or create your own mock-ups and bullet points to show what you will do for the campaign.
- **Conclusion and questions:** Wrap up the presentation by giving your final selling point to convince the CEO/instructor to buy off on your social media plan.

You will need to turn in your PowerPoint presentation in Canvas by the due date and time listed above. This presentation absolutely must be turned in before your presentation to receive full credit.

**Note: You will be docked points for going below 5 minutes or above 8 minutes in your presentation. The presentation is designed to be short since CEOs and marketing managers often have busy schedules and the shorter your presentations to them, the better. You will also receive an automatic zero for not showing up to your presentation on time without advance notice. In the real world, if you were late to a client presentation, you will likely not win the company's business.**

### Final Project Rubric

	<b>100-93 Excellent</b>	<b>92-84 Good</b>	<b>83-80 Satisfactory</b>	<b>79-70 Poor</b>	<b>Less than 70 Unsatisfactory</b>
Content - 30%	Consists of creative content to engage audience through superior writing and design. The content presented shows a thorough understanding of the course material. Content is easy to read and don't distract from	Consists of creative content that engages the audience through creative writing and design, however, there are a few improvements to add that could make it a perfect presentation. The	Consists of some creative content, but at times does not attract attention of the audience. There are several improvements that need to be made. Content	Consists mostly of content that is not creative enough to engage the audience in many parts of the presentation. Several improvements	Content lacks creative content and fails to engage the audience. There are far too many improvements that need to be made. Content shows a complete lack of understanding of

	the presentation.	content presented shows a solid understanding of the course material. Content is easy to read, but at times may be too much to distract from the presentation.	does not always show a full, comprehensive understanding of the material and some content may be missing. Content at times distracts from the presentation.	are needed. Content shows a lack of understanding of the course material in many areas of the presentation. Content often distracts from the presentation.	the course material throughout the entire presentation. Content also distracts from the presentation far too much.
Preparation – 30%	It is evident students have prepared for the presentation, speaking knowledgeably about the data and metrics. Students pass the ball to one another effortlessly.	Students are mostly knowledgeable but there are some who fail to show solid understanding of material they are presenting. Students pass the ball to one another effortlessly.	Students are mostly knowledgeable but there are some who fail to show solid understanding of material they are presenting. Students have issues passing the ball to one another.	Most of students are not knowledgeable of material they are presenting. There is trouble passing the ball from student to student.	Group talks over one another and does not speak knowledgeably about the data. They are not able to successfully pass the ball to one another.
Poise – 20%	Students do not ramble and are very articulate in their delivery.	Students are mostly articulate and only stumble over words once or twice during entire presentation.	Students are mostly articulate but begin to ramble, so much that it is noticeable but doesn't necessarily take away from the presentation.	Students ramble, so much that it is noticeable and begins to take away from the presentation.	Students ramble, repeat selves, or constantly use stall words such as um, and, or so.
Execution – 10%	There are no technical difficulties.	There are no technical difficulties, with the exception of one or two hiccups.	Technical difficulties come up but students are able to troubleshoot in real time.	Technical difficulties come up and students are not able to troubleshoot in real time.	Technical difficulties prevent the review from happening.

Completion – 10%	All students show up on time and participate in presentation.	All students show up on time and all but one or two participate in presentation.	Not all students show up or show up on time but those who do each participate in presentation.	Not all students show up or show up on time nor do all participate in the presentation.	Majority of students do not show up or show up on time and presentation is delivered by not all the group members.
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## 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 to 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 that 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:

Other 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 [distancesupport@jou.ufl.edu](mailto:distancesupport@jou.ufl.edu) or visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

## Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu> Evaluations are typically open during the last two or three weeks of the semester. 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>

## 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 <http://www.dso.ufl.edu/students.php>

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:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

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

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 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/sccr/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.

# Schedule

## Weekly module dates:

This course will operate on a Monday-Sunday schedule with the exception of week 1, which begins on 1/4/17. The last day of class is Monday, 3/27/17.

**Week 1:** 1/4-1/8

**Week 2:** 1/9-1/15

**Week 3:** 1/16-1/22

**Week 4:** 1/23-1/29

**Week 5:** 1/30-2/5

**Week 6:** 2/6-2/12

**Week 7:** 2/13-2/19

**Week 8:** 2/20-2/26

**Week 9:** 2/27-3/5

**Week 10:** 3/6-3/12

**Week 11:** 3/13-3/19

**Week 12:** 3/20-3/27

Introduction and Syllabus:

- Course Introduction – Watch the video posted in Canvas



- Syllabus Video – Watch the video posted in Canvas

## Course Schedule:

### Week One: Introduction to Social Media Management

Wednesday, 1/4 – Sunday, 1/8

#### Learning Objectives:

- Discuss the essential roles social media managers must play to be successful.
- Define the terminology used frequently by social media managers.
- Identify the opportunities available to find a client as a social media manager and how to work as a social media manager for a client or an organization.

#### Watch:

- Lecture: Introduction to Social Media Management

#### Required Readings:

- Skills Social Media Managers Need in 2016: <https://blog.hootsuite.com/social-media-skills-2016-podium/>
- 5 Ways to Get New Clients as a Social Media Manager: <http://www.andreavahl.com/social-media-managers/5-ways-get-new-clients-social-media-manager.php>
- How to Become a Successful Social Media Manager [Infographic]: <http://www.business2community.com/social-media/become-successful-social-media-manager-infographic-01628586#7gw7Qi6pfDhkJctC.97>

#### Assignments:

- **Discussion Post 1: Introduction to the Class, Due: Friday, January 6, 2017, 11:59 p.m. ET**
  - Introduce yourself to the class and answer the following questions:
    - Have you ever managed a successful social media campaign? If so, tell us about it and what you did to make it successful. If you have not managed a social media campaign before, tell us about your experience in managing social media in your career. Also, tell us what you hope to learn out of this class.
    - This discussion post will serve as your introduction to the class. Make it fun and give the class and the instructor the opportunity to get to know you better.
- **Quiz, DUE: Saturday, January 7, 2017, 11:59 p.m. ET (On Saturday this week only - short week)**
  - This quiz will be multiple-choice and will test your knowledge of the material presented in the lecture and readings this week.
- **Assignment 1: Brand Selection & Rationale, DUE: Sunday, January 8, 2017, 11:59 p.m. ET**
  - See the Assignments section of this syllabus for complete instructions on how to complete this assignment.

### Week Two: Auditing Your Social Media Program

Monday, 1/9 – Sunday, 1/15

#### Learning Objectives:

- Identify the steps to auditing social media for a client.

- Analyze the data from a social media audit and explain how it can effectively show what's working as well as what improvements are needed.

#### Watch:

- Lecture: Auditing Your Social Media Program

#### Required Readings:

- Conducting a Social Media Audit: <https://hbr.org/2015/11/conducting-a-social-media-audit>
- The 15-Minute Social Media Audit Everyone Can Do: <http://sproutsocial.com/insights/social-media-audit/>
- How to Do a Social Media Audit for a Client: <http://www.andreavahl.com/social-media/how-to-do-a-social-media-audit-for-a-client.php>

#### Tools:

- Social Media Audit Template: <http://www.postcontrolmarketing.com/wp-content/uploads/2016/09/FreeSocialMediaAuditTemplate.pdf>

#### Assignments:

- **Quiz, DUE: Thursday, January 12, 2017, 11:59 p.m. ET**
  - This quiz will be multiple-choice and will test your knowledge of the material presented in the lecture and readings this week.
- **Assignment 2: Social Media Audit, DUE: Sunday, January 15, 2017, 11:59 p.m. ET**
  - See the Assignments section of this syllabus for complete instructions on how to complete this assignment.

### Week Three: Strategy & Tactics

Monday, 1/16 – Sunday, 1/22

#### Learning Objectives:

- Identify the components of a social media strategy and how to incorporate one as the foundation of a social media plan.
- Create a social media and tactical plan for a client.
- Apply skills in social media strategy to create strategic social media marketing plans that can integrate within an organization.

#### Watch:

- Lecture: Social Media Strategy & Tactics

#### Required Readings:

- Chapter 4 in *Social Media Strategy*
- 8 Essential Elements of a Social Media Marketing Strategy: <http://www.socialmediaexaminer.com/essential-elements-social-media-marketing-strategy/>
- 30 Effective Social Media Tactics Worth Testing for Yourself: <https://blog.hubspot.com/marketing/effective-social-media-tactics#sm.000016iew7h17f49yu12oph3icj42>

- 50 Social Media Marketing Tips and Tactics: <http://www.jeffbullas.com/2011/05/24/50-social-media-marketing-tips-and-tactics/>

#### Assignments:

- **Quiz, DUE: Thursday, January 19, 2017, 11:59 p.m. ET**
  - This quiz will be multiple-choice and will test your knowledge of the material presented in the lecture and readings this week.
- **Assignment 3: Social Media Strategy Plan, DUE: Sunday, January 22, 2017, 11:59 p.m. ET**
  - See the Assignments section of this syllabus for complete instructions on how to complete this assignment.

### Week Four: Channel Management

Monday, 1/23 – Sunday, 1/29

#### Learning Objectives:

- Define the various social media channels available along with their strengths and weaknesses
- Identify the best social media channels for a client or organization based on their target audience and brand

#### Watch:

- Lecture: Social Media Channel Management

#### Required Readings:

- Chapters 7, 8 in *Social Media Strategy*
- 7 Tips for Multi-Channel Social Media Management: <http://www.socialmediatoday.com/marketing/2015-03-27/7-tips-multi-channel-social-media-management>
- How to Find the Best Social Media Channels for Your Business: <http://sproutsocial.com/insights/social-media-channels/>

#### Assignments:

- **Quiz, DUE: Wednesday, January 26, 2017, 11:59 p.m. ET**
  - This quiz will be multiple-choice and will test your knowledge of the material presented in the lecture and readings this week.
- **Assignment 4: Social Media Channel & Tactical Plan, DUE: January 29, 2017, 11:59 p.m. ET**
  - See the Assignments section of this syllabus for complete instructions on how to complete this assignment.

### Week Five: Content Management

Monday, 1/30 – Sunday, 2/5

#### Learning Objectives:

- Create a process to effectively manage social media content for a client or organization.
- Identify the components of a successful blog post and how a blog contributes to the overall success of your social media efforts.

- Analyze which kinds of social media posts are most effective at reaching a target audience for a client or organization.

#### Watch:

- Lecture: Content Management

#### Required Readings:

- How to Schedule Social Media Content for Next Week, Next Month, and Next Year: <https://blog.bufferapp.com/schedule-social-media-content-plan>
- 26 Tips to Create a Strong Social Media Content Strategy: <http://www.socialmediaexaminer.com/26-tips-to-create-a-strong-social-media-content-strategy/>
- New Data: What Types of Content Perform Best on Social Media: <http://blog.hubspot.com/marketing/content-social-media-popularity>
- 100 Killer Ideas for Your Social Media Content: <http://www.forbes.com/sites/jaysondemers/2014/06/25/100-killer-ideas-for-your-social-media-content/>

#### Assignments:

- **Discussion Post 2, DUE: Friday, February 3, 2017, 11:59 p.m. ET**
  - Write a 300-500-word blog post for your brand. Then, write the text for two social media posts that will promote the blog post. You will need to use what you learn from the lecture and readings for this discussion post. For your peer reaction discussion post, think of the discussion comments this week as if you were commenting on an actual blog post.
- **Assignment 5: Content Strategy Plan & Editorial Calendar, DUE: Sunday, Feb. 5, 2017, 11:59 p.m. ET**
  - See the Assignments section of this syllabus for complete instructions on how to complete this assignment.

### Week Six: Management & Organizational Tools

Monday, 2/6 – Sunday, 2/12

#### Learning Objectives:

- Analyze the strengths and weaknesses of a number of social media tools
- Determine the best management and analytical social media tools to use for a client or organization
- Identify which organizational tools you will use to help manage social media content

#### Watch:

- Lecture: Social Media Management & Organizational Tools

#### Required Readings:

- Top 20 Social Media Tools to Add in Your Arsenal: <https://www.entrepreneur.com/article/254712>

- A Master List of Social Media Marketing Management Tools: <http://www.toprankblog.com/2015/07/social-media-marketing-tools/>
- The Best Social Media & Analytics Tools: <http://www.pcmag.com/article2/0,2817,2491376,00.asp>
- Appendix C in *Social Media Strategy* (Use this as a reference)

#### Assignments:

- **Discussion Post 3, DUE: Friday, February 10, 2017, 11:59 p.m. ET**
  - Based on what you learned in this week's lecture and readings, list the tools you will use in your social media plan. Describe why you plan to use each tool and why each of the tools will help your brand reach its goals via social media.
- *No assignment this week. Work on your Midterm Project – 3-Month Social Media Plan, which is due next week.*

### Week Seven: Compiling and Presenting Your Social Media Plan

Monday, 2/13 – Sunday, 2/19

#### Learning Objectives:

- Identify the components of a social media plan.
- Prepare a compelling and confident presentation of your social media plan designed for the management personnel of a client or organization.

#### Watch:

- Live Lecture: Compiling and Presenting Your Social Media Plan

#### Required Readings:

- Chapter 14 in *Social Media Strategy*
- How to Create a Social Media Marketing Plan in 6 Steps: <https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>
- A Social Media Proposal Template to Win Clients: <https://blog.hootsuite.com/social-media-proposal-template/>
- The 5 Social Media Metrics Your CEO Actually Cares About: <https://blog.hubspot.com/marketing/social-media-metrics-ceos-cares-about#sm.000016iew7h17f49yu12oph3icj42>

#### Assignments:

- **Quiz, DUE: Thursday, February 16, 2017, 11:59 p.m. ET**
  - This quiz will be multiple-choice and will test your knowledge of the material presented in the lecture and readings this week.
- **Midterm Project: 3-Month Social Media Plan, DUE: Sunday, February 19, 2017, 11:59 p.m. ET**
  - See the Assignments section of this syllabus for complete instructions on how to complete this assignment.

### Week Eight: Client & Organization Management

Monday, 2/20 – Sunday, 2/26

### Learning Objectives:

- Discuss the day-to-day operations of a social media manager and how you can organize your workflow to accomplish multiple tasks simultaneously.
- Explain how to develop a proposal, social media report, and how to report metrics on a regular basis to a client or organization.
- Discuss how you can reach out to key influencers and get them to act as brand ambassadors for your brand on social media.
- Create a big idea social media campaign that will help to increase followers, engagement, and leads for your selected brand.

### Watch:

- Live Lecture: Client & Organization Management
- Video: How to Build an Efficient Social Media Workflow to Increase Your Traffic:  
<http://www.prologger.net/how-to-build-an-efficient-social-media-workflow-to-increase-your-traffic/>

### Required Readings:

- Chapter 6 in *Social Media Strategy*
- How to Begin Your Monthly Social Media Report: <http://simplymeasured.com/blog/how-to-begin-your-monthly-social-media-report/#sm.000016iew7h17f49yu12oph3icj42>
- The 10 Best Social Media Marketing Campaigns of 2016 So Far:  
<http://www.socialmediatoday.com/marketing/10-best-social-media-marketing-campaigns-2016-so-far>
- 5 Tips for Running Your Best Social Media Campaign Ever:  
<https://www.entrepreneur.com/article/272231>
- Influencer Marketing on Social Media: Everything You Need to Know:  
<https://blog.hootsuite.com/influencer-marketing/>

### Assignments:

- **Discussion Post 4, DUE: Friday, February 24, 2017, 11:59 p.m. EST**
  - Describe in 300-500 words what your workflow would look like as a social media manager. How would you start and end your day? What kind of things would you be doing daily, weekly, and monthly? What kind of big idea social media campaigns have you been most impressed by? What kind of campaigns would you implement for your selected brand for this course?
- **Assignment 6: Big Idea Social Media Campaign, Due: Sunday, Feb. 26, 2017, 11:59 p.m., EST**
  - See the Assignments section of this syllabus for complete instructions on how to complete this assignment.

## Week Nine: Content Creation: Writing & Design

Monday, 2/27 – Sunday, 3/5

### Learning Objectives:

- Develop skills in branding and design that matter most to a social media manager.
- Design professional social media posts using free and paid tools.

- Write engaging social media posts that will encourage your target audience to interact with the brand you represent.

#### Watch:

- Lecture: Content Creation: Writing & Design

#### Required Readings:

- Chapter 12 in *Social Media Strategy*
- A Handy Little Guide to Creating Visual Content on Social Media: <http://blog.hubspot.com/marketing/visual-content-creation-social-media#sm.0001vptzu1jkydershq20x2pw07u7>
- The 27 Copywriting Formulas That Will Drive Clicks and Engagement on Social Media: <https://blog.bufferapp.com/copywriting-formulas>
- How to Create Visual Social Media Content: <http://www.socialmediaexaminer.com/visual-content-for-social-media>
- 3 Unusual Lessons We Learned by Studying Over 16 Million Posts (And 100,000 Brands) on Social: [https://blog.bufferapp.com/3-unusual-lessons-we-learned-by-studying-over-100000-brands-and-16-million-posts-on-social-media?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=data-research](https://blog.bufferapp.com/3-unusual-lessons-we-learned-by-studying-over-100000-brands-and-16-million-posts-on-social-media?utm_source=newsletter&utm_medium=email&utm_campaign=data-research)

#### Assignments:

- **Discussion Post 5, DUE: Friday, March 3, 2017, 11:59 p.m. EST**
  - Select a company that is active on social media channels and write a 300-500 discussion post answering the following questions:
    - Put the name of the company as the title for your discussion post.
    - Which social media channels does the company actively post on?
    - Describe the content that the company posts on social media. Does the company post content that works best for each social media channel?
    - Is the content tailored to the company's target audience from what you can tell?
    - Do any of the posts link to content on a blog or website? If so, describe which articles or pages the company is linking to.
    - Overall, what is the company doing well on social media and what improvements, if any, should they make?
- **Assignment 7: Social Media Content Examples, DUE: Sunday, March 5, 2017, 11:59 p.m. EST**
  - See the Assignments section of this syllabus for complete instructions on how to complete this assignment.

### Week Ten: Content Creation: Live & Recorded Video

Monday, 3/6 – Sunday, 3/12

#### Learning Objectives:

- Identify the components of successful live broadcast videos on social media.
- Conduct a successful Facebook Live or Periscope broadcast.

- Analyze the metrics of live broadcast video to assess its performance and make a plan for adjustments.

#### Watch:

- Lecture: Content Creation – Live & Recorded Video

#### Required Readings:

- 5 Tips for Better Facebook Live Broadcasts: <http://www.socialmediaexaminer.com/6-tips-for-better-facebook-live-broadcasts/>
- 21 Periscope Tips for Winning Broadcasts: <http://sociallysorted.com.au/21-periscope-tips-broadcasts/>

#### Assignments:

- *No discussion posts or quizzes this week. Work on Assignment 8 and your Final Presentation.*
- **Assignment 8: Facebook Live or Periscope Report, DUE: Sunday, March 12, 2017, 11:59 EST**
  - See the Assignments section of this syllabus for complete instructions on how to complete this assignment.

### Week Eleven: Social Media Crisis Management

Monday, 3/13 – Sunday, 3/19

#### Learning Objectives:

- Analyze case studies on social media crises.
- Develop a social media crisis communications plan.
- Create a social media policy to help prevent and mitigate future crises.
- Respond to comments both positive and negative as a professional community manager.

#### Watch:

- Lecture: Social Media Crisis Management

#### Required Readings:

- Chapters 3, 13 in *Social Media Strategy*
- Don't Be Scared Be Prepared – How to Manage a Social Media Crisis: <http://www.convinceandconvert.com/social-media-strategy/dont-be-scared-be-prepared-how-to-manage-a-social-media-crisis/>
- How to Recover from a Negative Social Media Update: <http://www.socialmediaexaminer.com/tag/crisis-management-plan/>
- The Art of Response on Social Media: <http://www.entrepreneur.com/article/227580>
- How to Handle Negative Feedback in Social Media Like a Pro: <http://www.inc.com/marla-tabaka/how-to-handle-negative-feedback-in-social-media-like-a-pro.html>
- Don't Delete Negative Comments. Say "I'm Sorry": <http://www.inc.com/dave-kerpen/social-media-customer-complaints-apologize.html>
- 10 Examples of Social Media Command Centers: <http://www.exacttarget.com/sites/exacttarget/files/10-Examples-of-Social-Media-Command-Centers.pdf>



### Assignments:

- **Discussion Post 6, DUE: Friday, March 17, 2017, 11:59 p.m. EST**
  - Select a social media management crisis involving a major brand either mentioned in the lecture or assigned readings or one that you find on the internet. Describe the crisis in detail. How did the brand respond to the crisis? Explain what social media managers can learn from the crisis and what they will need to have in place to be prepared when social media crises occur.
- **Final Project PowerPoint Presentation: DUE: Sunday, March 19, 2017, 11:59 p.m. EST**
  - See the Assignments section of this syllabus for complete instructions on how to complete this assignment.

### Week Twelve: The Future of Social Media Management

Monday, 3/20 – Sunday, 3/27

### Learning Objectives:

- Develop plans and strategies to stay on top of the latest trends in social media.
- Prepare for future of social media by following key influencers and relevant news sites and blogs in the industry.

### Watch:

- Lecture: The Future of Social Media Management

### Required Readings:

- The Future of Social Media (And How to Prepare For It): <https://blog.bufferapp.com/social-media-2016>
- How to Consistently Keep Up With the Latest Social Media Trends: <https://blog.hubspot.com/marketing/keep-up-with-latest-social-trends>
- Why Video is the Social Media Trend to Watch in 2016: <https://blog.hootsuite.com/video-social-media-trend-2016/>

### Assignments:

- **Quiz, DUE: Thursday, March 23, 2017, 11:59 p.m.**
  - This quiz will be multiple-choice and will test your knowledge of the material presented in the lecture and readings this week.
- **Assignment: Final Project Live Presentation, March 20, 21, 22**
  - Present your Final Project Live presentation at your scheduled presentation time this week. Be sure to attend your presentation at least 10 minutes early to get logged into Adobe Connect, test your microphone, and upload your presentation. Any late or no-shows without advance notice to the instructor (i.e. emergencies) will receive an automatic zero on their presentation.