

# MMC 6730 Social Media Management

Fall Semester 2017

## Instructor

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## Contact

Please use my UF email – [jpreusz@jou.ufl.edu](mailto:jpreusz@jou.ufl.edu) - to contact me. I will respond to all emails within 24 hours. Please feel free to call my cell in cases of emergencies.

## 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:

**Jared Preusz** is a Web Content Manager at a Florida-based digital marketing agency, Digital Media Solutions. He has worked as an online content marketing professional, social media manager, and consultant for multiple high-profile organizations including *PCMag*, Young Living Essential Oils, FOX, Massage Green Spa, and *Utah Business* magazine. He currently lives in Salt Lake City with his wife, Janel, and 3-year-old son, Tommy. He and his wife are expecting a baby girl in August. He has also been teaching MMC 6936 Advanced Metrics in Social Media at the University of Florida with Professor Allison Cass since January 2017.

## Course Website and Login

Your course is on 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.

## 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 strategy and tactics, content planning and creation, paid social, management and measurement tools, 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 campaign 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
- Manage a paid social media budget and allocate funds for all social media management operations, including content, design, and a variety of other functions
- Create Facebook ads that will help an organization achieve its goals and objectives
- Evaluate which social media platforms are the most effective for a selected brand
- Identify and manage tools to create content and measure the performance of social media
- Assess the critical issues social media managers face and how to handle crises

## Course Expectations:

This course will give you a real world experience of the job of a social media manager. You will complete several weekly assignments that resemble typical tasks of this role, including a social media strategy and tactical plan, an editorial calendar, social media posts, Facebook ads, and much more. In addition to these assignments, you will need to watch a lecture and complete a set of readings each week. You will have a quiz or discussion post each week that will require you to apply the things you learned from the lecture and readings.

There will be a Simulation Project as well as a Final Project in the course. The Simulation Project will be a simulation program where you will manage paid and organic social media for a fictitious bag company, Buhi Bags. You will be writing and publishing social media content and placing social media ads using a set budget for six different simulations. You will be competing with your classmates to provide Buhi Bags with the most engaging and profitable social media presence.

For your Final Project, you will present a social media campaign pitch to the course instructor, who will act as a client of your choice. The goal of the presentation is to win over the “client” so they will hire you to conduct your social media campaign. The campaign you present will need to be creative, engaging, and incorporate the things you learned throughout the semester. The Final Presentation will be delivered via Adobe Connect during Week 12. After you complete the presentation, you are encouraged to present it to the client in person if you wish to do so. In addition to the presentation, you will also submit an email pitch and a phone pitch script. This will allow you to be able to present your social media services in a variety of formats.

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 [course Facebook group](#) will be the place where you should pose questions to your classmates when you have a question as it relates to an assignment or an

issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

## Required Text:

There will be no textbook required for this course, however, you will need to purchase the Stukent Mimic Social simulation software. The cost of this software is \$60 and can be accessed through this link: <https://home.stukent.com/join/23B-C3C>.

You will need to have the software purchased and set up by the end of Week 2 in the course. The sooner you purchase the simulation, though, the better because it will be a great benefit to you to be able to familiarize yourself with the simulation before it actually starts in Week 3.

## 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. No late work will be accepted and all late work will receive an automatic zero.** Extensions for deadlines will only be for pre-approved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

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

**Suggested 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 UF helpdesk (352) 392-HELP.

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

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

**Students MUST inform their academic advisor before dropping a course**, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Your academic advisor is Tiffany Robbert, and she may be reached at [trobbert@jou.ufl.edu](mailto:trobbert@jou.ufl.edu) .

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. All coursework submissions are detailed below:

- Quizzes In Canvas
- Discussion Posts In Canvas
- Weekly Projects In Canvas
- Simulation Project In Mimic Social simulation
- Final Project Written Report In Canvas
- Final Project Live Presentation Adobe Connect

### Deadlines:

This class, like others, involves many deadlines. Here is a reminder. These are the general guidelines you can expect in this course. 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.

- Quizzes 11:59 PM ET Wednesdays
- Discussion Posts 11:59 PM ET Wednesdays
- Discussion Post Peer Reactions 11:59 PM ET Sundays
- Assignments 11:59 PM ET Sundays
- Simulation Project 11:59 PM ET Sundays Weeks 3 - 8
- Final Project Presentation Slides 11:59 PM ET Sunday, November 6
- Final Project Live Presentation Various days and times during Week 12

### Grading:

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

- Quizzes 10%
- Discussion Posts 20%
- Assignments 20%
- Simulation Project 20%

- Final Project 30%

The final grade will be awarded as follows:

A	100%	to	92.5%
A-	< 92.5%	to	89.5%
B+	< 89.5%	to	86.5%
B	< 86.5%	to	82.5%
B-	< 82.5%	to	79.5%
C+	< 79.5%	to	76.5%
C	< 76.5%	to	72.5%
C-	< 72.5%	to	69.5%
D+	< 69.5%	to	66.5%
D	< 66.5%	to	62.5%
D-	< 62.5%	to	59.5%
F	< 59.5%	to	0%

Current UF grading policies for assigning grade points:

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

Note: The grade of 92.62 is an 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.

## Course and Assignment Details

### Weekly Announcements/Emails:

There will be at least one announcement posted on Canvas and an email sent out to all students each week. You will need to login to Canvas and check your email daily so you will not miss any announcement or email from the instructor. It is your responsibility to keep on top of these announcements and emails.

### Weekly Lectures:

The Instructor will post a lecture video to Canvas for 10 of the 12 weeks and 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.

*Note: 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 contain a mixture of multiple-choice, true and false, and essay questions. All questions will be automatically scored, except for the essay questions. The instructor will go back and grade the essay questions separately and adjust the score when there are quizzes with essay questions.

## 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. Details for the discussion posts can be found in the Course Schedule section of this syllabus as well as on Canvas.

Discussion Posts Rubric MMC 6730						
You've already rated students with this rubric. Any major changes could affect their assessment results.						
Criteria	Ratings					Pts
Content	Includes all components of assignment but only offers some points of context for support. 30.0 pts	Includes all components of the assignment, but only offers some points of context for support. 27.0 pts	Includes most components of the assignment and only offers some points of context for support. 25.0 pts	Includes components of the assignment, but does not provide any context for support. 23.0 pts	Missing several components of the assignment and does not provide any context for support. 0.0 pts	30.0 pts
Insights	Insights, observations, and/or recommendations are compelling and well thought out. 30.0 pts	Insights, observations, and/or recommendations are somewhat compelling and well thought out. 27.0 pts	Insights, observations, and/or recommendations are obvious but not compelling or fully thought through. 25.0 pts	Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity. 23.0 pts	Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and understanding. 0.0 pts	30.0 pts
Length	Meets length requirements and effectively communicates ideas within specified range. 20.0 pts	Meets length requirement but exceeds word count. Excess words do not take away from effectiveness of assignment. 18.0 pts	Meets length requirement but exceeds word count so that content is not easily digestible. 16.0 pts	Meets length requirement but exceeds word count in a way that detracts assignment effectiveness. 14.0 pts	Does not meet minimum length. 0.0 pts	20.0 pts
Mechanics	Free of all grammar/spelling errors. 20.0 pts	Free of most grammar/spelling errors. There may be a word or two misspelled. 18.0 pts	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility. 16.0 pts	Several grammatical errors are made throughout the assignment. 14.0 pts	Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility. 0.0 pts	20.0 pts
Total Points: 100.0						

**For more details on the rubrics in this course, look them up on each individual assignment in Canvas.**

## Peer Reaction Discussion Posts:

Choose at least FOUR of your classmate's discussion 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 FOUR Peer Reactions, 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 others and glean insight in a way you might not otherwise be able to.

### Facebook Group:

You will be participating in a [course Facebook group](#) weekly with your peers and the instructor. The course Facebook group will serve as a questions and social forum for the course. It will be your place to talk about any related topics to the course and ask any questions about the topics we will be discussing each week. Feel free to also share articles and show us how you are managing social media and applying what you learned in the course. This is your place to connect with others and have fun with the course.

### Social Media Simulation Project

In this project, you will manage paid and organic social media for a fictitious bag company, Buhi Bags during Weeks 3 through 8 in the course. You will be writing and publishing social media content and placing social media ads for a series of six different simulations using a set budget. You will be competing with your classmates to provide Buhi Bags with the most engaging and profitable social media presence. At the end of each simulation, you will be ranked based on your paid social and organic content performance. Your rank as well as your participation and continued effort to improve each week in the simulation will all factor into your Simulation Project grade. You will be expected to improve on your efforts each round in the simulation.

You will need to create an account on the Stukent Mimic Social online software program and pay a \$60 fee before accessing the simulation. This program will take place of a textbook for this course for the semester. You can create your Stukent Mimic Social account and pay the fee here:

<https://home.stukent.com/join/23B-C3C>.

### Weekly Assignments:

You will have several weekly assignments in this course. Below are the details for each assignment.

#### Week 1 Assignment: Client Selection & Rationale

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

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

You must include the name of your client as well as the type of client (a company you work for OR a company you wish to present to after the course). Also, explain why you selected the client.

**You must submit this assignment via email to the instructor at [jpreusz@jou.ufl.edu](mailto:jpreusz@jou.ufl.edu) during Week 1 and receive approval before working on any more weekly assignments in the course. This assignment will not be graded, but your client approval is crucial to your success in this class.**

#### Week 2 Assignment – Social Media Strategy and Tactical Plan

This assignment will be the first part of your social media campaign. You will need to include the following pieces of information about and for your client:

- **Client Background (1 paragraph)**

Include history of the client, main personnel, its positioning, goals, mission, and overall values and purpose.

- **Client Brand Voice Analysis (1 paragraph)**

Overview of your client's overall brand voice based on tone, personality, consistency, content, level of engagement, etc. Highlight key attributes and characteristics associated with how they present themselves online.

- **Social Media Analysis (1-2 paragraphs)**

Includes previous campaigns they have done on social media, paid media, sponsored posts, influencer marketing, etc. Any metrics you can find on the client about their social media performance will be helpful in this section.

- **Competitor Analysis (Bulleted list with 1 paragraph for each competitor)**

Identify the primary, secondary, and emerging competitors of your client. Outline what they are doing in the industry, location, social media space, and what they are NOT doing so far in social media.

- **SWOT Analysis**

Using a SWOT table, plot out the strengths, weaknesses, opportunities, and threats for your client. Include these as bullet points and avoid 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 (1-2 paragraphs)**

Based on the research you have conducted on your client, briefly describe their target audience. Include demographics (gender, age range, geographic location, etc.) and psychographics (interests, preferences, etc.)

- **Goals and Objectives**

Using the SMART approach, outline at 5-8 business goals and objectives for your client based on their needs that you learned from your research. Listed below are some summarized five broad objectives that should guide your overall social media plan:

- Increase awareness of \_\_\_\_\_.
- Increase engagement with social media outlets.
- Educate internally \_\_\_\_\_ about the opportunities and impact of social media usage in promoting \_\_\_\_\_.
- Increase outreach and public partnerships for \_\_\_\_\_ within \_\_\_\_\_ communities.
- Influence positive perceptions of [name of client].

The objectives you need to have, however, must follow the SMART approach, which means they are Smart, Measurable, Achievable, Realistic, and Time-bound. Here's an example of a SMART approach objective:

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

- **Social Media Channels and Rationale**

Select at least 3 social media channels to focus on for your brand for this course. One of these channels must be Facebook as you will be doing some Facebook specific assignments in this course. 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 compiled in Microsoft Word and must look like a professional piece that you would hand to a client. Use 1-inch margins and visuals. Your submission must be a minimum of 5 pages and no more than 10 pages. Use bullet points and avoid heavy blocks of text. Make it easy to read!

## Week 6 Assignment - Content Strategy Plan and Editorial Calendar

This assignment will have two parts, one of which will be a content strategy plan and the other an editorial calendar. Details for each portion of the assignment are included below.

### Part 1: Content Strategy Plan

The content strategy plan will list the content platforms you plan to use for your client 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:

- **Campaign theme:** Looking at the examples of successful social media campaigns for inspiration such as the Share a Coke campaign, Adidas Positivity, and more, create a theme that your social media campaign will be based on. This theme will direct the focus of your content. This theme must be geared to accomplishing the goals and objectives of your client.
- **Content platforms:** List which content platforms (blog, website, podcasts, webinars, etc.) you plan to use for the social media content for your client. 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 client.***
- **Outline of blog posts:** Provide a bullet-point list of the blog articles you would either write or coordinate for your client.
- **Outline of social media posts:** Provide a bullet-point list of the content you will post on social media channels for your client.

### 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 Editorial Calendar Template provided in the Week 6 module in Canvas.

Create a one-week's worth of content (7 days) using the template provided in Canvas. 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 client in the course. Your editorial calendar can be submitted as a Microsoft Excel file or a PDF in Canvas.

## Week 7 Assignment - Sample Social Media Posts

Using your Editorial Calendar as a guide, create at least 9 sample social media posts (3 for each channel) that 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 and realistic social media posts. These creative executions will need to look like actual social media posts for your brand as much as possible.

## Week 8 Assignment - Sample Facebook Ads

For this assignment, you will create at least 5 sample Facebook ads for your client. They will need to look like real ads your client will use. Use Facebook's Creative Hub to help you complete this assignment. Your ads will need to have text, an image or video image, and a call to action. You can also use many of the free stock photo sites listed in Canvas for the images for this assignment.

## Week 9 Assignment – Lead Generation Funnel Map

Sketch out a lead generation funnel map as shown in the lecture. See the examples in the Week 9 module in Canvas to complete this assignment successfully. Your funnel map must include the entire process of where a customer will go when they see a Facebook ad, blog post, social media post, landing page, and more.

## Week 10 Assignment - Big Idea Social Media Campaign

Based on the numerous case studies of social media campaigns you have seen in this course, this assignment will ask you to create a big idea social media campaign for your client. 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 client achieve their goals and objectives?
- **Describe the overall theme of the campaign** and how it will be incorporated into your client'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 client 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's idea.

**See the next page for the assignment rubric.**

## Assignment Rubric

Criteria	Ratings					Pts
Content (30%)	Includes all components of assignment and provides adequate context for support. 30.0 pts	Includes all components of assignment but only offers some points of context for support. 24.0 pts	Includes most components of assignment and only offers some points of context for support. 18.0 pts	Includes most components of assignment but does not provide any context for support. 12.0 pts	Missing components of assignment and does not provide any context for support. 0.0 pts	30.0 pts
Insights (30%)	Insights, observations, and/or recommendations are compelling and well thought out 30.0 pts	Insights, observations, and/or recommendations are somewhat compelling and well thought out. 24.0 pts	Insights, observations, and/or recommendations are obvious but not compelling or fully thought through. 18.0 pts	Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity. 12.0 pts	Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and understanding. 0.0 pts	30.0 pts
Length (20%)	Meets length requirements and effectively communicates ideas within specified range. 20.0 pts	Meets length requirement but exceeds word count. Excess words do not take away from effectiveness of assignment. 16.0 pts	Meets length requirement but exceeds word count so that content is not easily digestible. 12.0 pts	Meets length requirement but exceeds word count in a way that detracts assignment effectiveness 8.0 pts	Does not meet minimum length. 0.0 pts	20.0 pts
Mechanical (20%)	Free of all grammar/spelling errors. 20.0 pts	Free of most grammar/spelling errors. There may be a word or two misspelled. 16.0 pts	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility. 12.0 pts	Several grammatical errors are made throughout the assignment. 8.0 pts	Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility. 0.0 pts	20.0 pts
<b>Total Points: 100.0</b>						

**For more details on the rubrics in this course, see them on each individual assignment in Canvas.**

### Final Project: Social Media Campaign Pitch

For your Final Project, you will present a social media campaign pitch to the course instructor, who will act as a client of your choice. The goal of the presentation is to win over the “client” so they will hire you to conduct your social media campaign. The campaign you present will need to be creative, engaging, and incorporate the things you learned throughout the semester. The Final Presentation will be delivered via Adobe Connect during Week 12. After you complete the presentation, you are encouraged to present it to the client in person if you wish to do so. In addition to the presentation, you will also submit an email pitch and a phone pitch script. This will allow you to be able to present your social media services in a variety of formats. You will use templates provided in Canvas to create your email pitch and phone pitch script.

For your live presentation, your total time should be between 5 and 8 minutes. You will need to have a slide deck made in Microsoft PowerPoint containing the following slides and components:

- **Title slide:** The title of your presentation, the name of your client, and your name. Do not put MMC 6730, Social Media Management, or anything that resembles our course on the title slide or anywhere in the presentation. This presentation needs to look like a real-life presentation that you would give to a client in a real setting.
- **Goals and objectives slide:** Briefly outline the goals and objectives of the company using the 5-8 SMART objectives you created in Assignment 2.
- **Big idea social media campaign:** Describe your big idea social media campaign. Present your campaign theme, ideas, and explain how your campaign will be carried out. You will want to wow your client/instructor with this part of the presentation. Be sure to visually show how your campaign will be effective in accomplishing the goals and objectives for your client. 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.
- **Social media channels slide:** Briefly outline the social media channels you plan to use to carry out your campaign and very briefly explain why these channels would be a great fit.
- **Tactics slide:** Bullet point some of the most compelling tactics that will help engage your client's audience for your campaign and give a brief rationale for each tactic.
- **Content strategy slide:** Visually show the kinds of posts you will publishing to your client's social media channels during your campaign using some of the best posts you created in the Sample Social Media Posts assignment.
- **Paid social media strategy slide:** Visually show the kinds of Facebook ads you will do for your campaign using the best Sample Facebook ads you created. Also share your other planned paid social media efforts. Give rationale for why the client should use each paid social method.
- **Budget:** Give an overall budget for your social media campaign. This is an area where your client will likely have many questions. Be sure to clearly explain what the budget will be used for and why the budget you are proposing will help the client achieve their goals and objectives.
- **Conclusion and final selling point:** Wrap up the presentation by giving your final selling point to convince the client/instructor to buy off on your social media plan. Open up your presentation at the end for questions by the client/instructor. The instructor will then ask you questions as if he were your client. You will need to be prepared to answer any questions the instructor/client may ask about your campaign.

**You will need to turn in your PowerPoint presentation slides along with your email pitch and phone pitch script in Canvas by 11:59 p.m. MT on Sunday, November 5, 2017.** You will sign up for your live presentation via a sign-up sheet that the instructor will send out about a month prior to the presentations in Week 12.

**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 presentation to them, the better. You will receive an automatic zero for not showing up to your presentation on time without advanced 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

Criteria	Ratings						Pts
Content	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 the presentation. 30.0 pts	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 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. 27.0 pts	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 does not always show a full, comprehensive understanding of the material and some content may be missing. Content at times distracts from the presentation. 23.0 pts	Consists mostly of content that is not creative enough to engage the audience in many parts of the presentation. Several improvements are needed. Content shows a lack of understanding of the course material in many areas of the presentation. Content often distracts from the presentation. 15.0 pts	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 course material throughout the entire presentation. Content also distracts from the presentation far too much. 0.0 pts		30.0 pts
Preparation	It is evident that the student has prepared for the presentation. The student shows a deep understanding of the material presented and makes transitions effortlessly. 30.0 pts	The student is mostly prepared for the presentation, but some minor improvements are needed. 27.0 pts	The student is prepared for the presentation, but there are several improvements that are needed. 23.0 pts	The student is somewhat prepared for the presentation. Several improvements are needed and many areas may seem not practiced or are rushed. 15.0 pts	The presentations shows a complete lack of preparation. 0.0 pts	30.0 pts	
Poise	The student does not ramble, makes plenty of eye contact, and is very articulate in their delivery. 20.0 pts	The student is mostly articulate and only stumbles over words once or twice during the entire presentation. 18.0 pts	The student is mostly articulate, but begins to ramble at times, but it does not take away from the presentation for the most part. 15.0 pts	Student rambles so much that it is noticeable enough to take away from the presentation. 12.0 pts	Student rambles and repeats words and may even use many stall words such as um, and, or so. More practice on the presentation is needed to ensure a more articulate delivery. 0.0 pts	20.0 pts	
Completion	The student shows up to present at the assigned time. The presentation is within the time limit. 20.0 pts	The students shows up to present at the assigned time. The presentation is mostly within the time limit, but may be just a tad bit under or over. 18.0 pts	The student is less than one minute late to the presentation. The presentation may also be under or over the time limit. 16.0 pts	The student is less than one minute late to the presentation. The presentation is more than a minute under or over the time limit. 14.0 pts	The student fails to show up for the presentation at the assigned time and the presentation is either not delivered or is either way under or over the time limit. 0.0 pts	20.0 pts	
Total Points: 100.0							

For more details on the rubrics in this course, look them up on each individual assignment in Canvas.

## University Policies

### University Policy on Accommodating Students with Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

### Netiquette: Communication Courtesy:

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

### Class Demeanor:

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

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

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

### Other Resources:

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 14 misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

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

Students are expected to adhere to the University of Florida Code of Conduct  
<https://www.dso.ufl.edu/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:

Each weekly module will start on Monday and end on Sunday. Below are the dates for each week:

- **Week 1:** 8/21-8/27
- **Week 2:** 8/28-9/3
- **Week 3:** 9/4-9/10
- **Week 4:** 9/11-9/17
- **Week 5:** 9/18-9/24
- **Week 6:** 9/25-10/1
- **Week 7:** 10/2-10/8
- **Week 8:** 10/9-10/15
- **Week 9:** 10/16-10/22
- **Week 10:** 10/23-10/29
- **Week 11:** 10/30-11/5
- **Week 12:** 11/6-11/12

### Course Schedule:

#### Week One: Intro to Social Media Management

##### 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 organization.
- Demonstrate how to create your own public figure social media accounts and explain why they are important for every social media manager.

## Watch:

- Course Introduction Video
- Course Syllabus Video
- Lecture: Introduction to Social Media Management

## Required Readings

- [9 Skills Every Social Media Manager Must Have](#)
- [5 Ways to Get New Clients as a Social Media Manager](#)
- [How to Become a Successful Social Media Manager \[Infographic\]](#)
- [7 Need to Know Social Media Terms](#)
- [Social Media, It Takes a Village](#)

## Assignments:

- **Quiz: Intro to Social Media Management**
  - After you have watched the lecture and completed the readings, take this quiz in Canvas.
- **Join the [Course Facebook Group](#)** - Visit this link and then click the “Join” button. The instructor will then add you to the group. This group will act as a questions and social forum for the semester.
- **Introduction to the Class on the Course Facebook Group: Due 8/23/17 at 11:59 p.m. ET**
  - Visit the [Course Facebook Group](#) and publish a post there introducing yourself to the class with the following:
    - 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.

- **Sign up for Stukent and pay the \$60 fee.** See the PowerPoint in Canvas for an introduction to the simulation and to get familiar with the simulation. We will be using this simulation for the Simulation Project in this course.
- **Assignment 1: Client Selection and Rationale - Due 8/27/17 at 11:59 p.m. ET**
  - See the assignments section of this syllabus for complete instructions on how to complete this assignment.

## Week Two: Social Media Strategy and Tactics

### 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 smoothly within an organization.

#### Watch:

- Lecture: Social Media Strategy & Tactics

#### Required Readings

- [8 Essential Elements of a Social Media Marketing Strategy](#)
- [10 Super Savvy Social Media Strategies for 2017](#)
- [5 Steps For Creating a Successful Social Media Strategy for 2017](#)
- [Preparing Your Social Media Strategy for 2017](#)
- [Case Study: IHOP and Denny's](#)

#### Assignments:

- **Quiz: Social Media Strategy and Tactics - Due 8/30/17 at 11:59 p.m. ET**
  - After you have watched the lecture and completed the readings, take this quiz in Canvas.
- **Week 2 Assignment: Social Media Strategy & Tactical Plan - Due 9/3/17 at 11:59 p.m. ET**
  - See the assignments section of this syllabus for complete instructions on how to complete this assignment.

### Week Three: Social Media Management Tools

#### 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 Tools

#### Required Readings:

- [Top 20 Social Media Tools to Add in Your Arsenal](#)
- [A Master List of Social Media Marketing Management Tools](#)
- [The Best Social Media & Analytics Tools](#)

#### Assignments:

- **Week 3 Discussion Post - Due 9/6/17 at 11:59 p.m. ET**
  - Find a social media management tool mentioned in the lecture or readings that is either free or offers a free trial. Log into the tool and explore its various features. Take several screenshots of what you do/see. In 300-500 words, address the following about the tool on the discussion post in Canvas:
    - Put the name of the tool in the subject line

- Briefly describe the tool. What is it and what can you do with the tool?
- How can the tool be helpful to a social media manager?
- What are its strengths and weaknesses?
- Would you use this tool as a social media manager? Why or why not? If not, is there another tool you would use instead?
- Post your screenshots of the tool throughout the post.
- Provide a link to the social media tool.
- **Assignment: Stukent Mimic Social Simulation Round 1 - Complete by 9/10/17 at 11:59 p.m. ET**
  - Log into your Stukent account and start Round 1. Complete instructions will be provided in the Mimic Social simulation.

## Week Four: Paid Social

### Learning Objectives:

- Describe why paid social is crucial to get your content noticed on social media compared to organic social content.
- Identify the top paid social platforms available and explain how they can help improve the reach, engagement, and sales for clients and organizations on social media.

### Watch:

- Lecture: Paid Social

### Required Readings:

- [Paid Social Media: Why You Need It And What Is Available](#)
- [The Difference Between Earned, Owned & Paid Media \(And Why It Matters for Lead Gen\)](#)
- [How \(and Why\) Brands Should Use Paid Social Media Ads to Boost Their Earned Media](#)
- [How to Integrate Paid Social in Your Content Marketing Strategy](#)

### Assignments:

- **Quiz: Paid Social Media - Due 9/13/17 at 11:59 p.m. ET**
  - After you have watched the lecture and completed the readings, take this quiz in Canvas.
- **Assignment: Stukent Mimic Social Simulation Round 2 - Complete by 9/17/17 at 11:59 p.m. ET**
  - Log into your Stukent account and start Round 2. Complete instructions will be provided in the Mimic Social simulation.

## Week Five: Channel Management

### 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: Channel Management

### Required Readings:

- [7 Tips for Multi-Channel Social Media Management](#)
- [How to Find the Best Social Media Channels for Your Business](#)
- [Why Your Social Media Audience Must Come Before Channel Management](#)
- [5 Types of Social Media Every Marketer Needs to Know](#)

### Assignments:

- **Week 5 Discussion Post - Due: 9/20/17 at 11:59 p.m. ET**
  - Select a social media channel not mentioned in the lecture this week. Title your post with the name of the social media channel. Answer the following questions in your discussion post.
    - What is the social media channel and how do you use it?
    - What are the demographics of the users of that channel? Include age, gender, and where the users live.
    - What are the pros and cons of the channel?
    - Would you use this social media channel for your client? Why or why not?
- **Assignment: Stukent Mimic Social Simulation Round 3 - Due: 9/24/17 at 11:59 p.m. ET**
  - Log into your Stukent account and start Round 3. Complete instructions will be provided in the Mimic Social simulation.

## Week Six: Content Planning & Management

### 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.
- Explore a content scheduling tool and schedule social media posts.
- Analyze which kinds of social media posts are most effective at reaching a target audience for a client or organization.

### Watch:

- Lecture: Content Management
- [Expert Session: Adelyn Bidenbach - Social Media Planning](#)

### Required Readings:

- [The Perfect Blog Post Template](#)
- [212 Blog Post Ideas](#)
- [4 Steps for Creating a Social Media Calendar](#)
- [How to Schedule Social Media Content for Next Week, Next Month, and Next Year](#)
- [New Research Shows Video Content Outperforming All Other Types On Social Media](#)
- [Developing a Hardcore Social Media Content Strategy](#)

### Assignments:

- **Week 6 Discussion Post - Due: 9/27/17 at 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: Stukent Mimic Social Simulation Round 4 - Due: 10/1/17 at 11:59 p.m. ET**
  - Log into your Stukent account and do Round 4. Complete instructions will be provided in the Mimic Social simulation.
- **Week 6 Assignment: Content Strategy Editorial Calendar - Due: 10/1/17 at 11:59 p.m. ET**
  - See the assignments section of this syllabus for complete instructions on how to complete this assignment.

## Week Seven: Content Creation

### Learning Objectives:

- Become familiar with the principles of effective social media design.
- 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

### Required Readings:

- [Case Study: Wendy's Social Media](#)
- [This is How to Write for Social Media to Create the Best Posts](#)
- [11 Simple Design Tips to Enhance Your Social Media Images](#)
- [The 27 Copywriting Formulas That Will Drive Clicks and Engagement on Social Media](#)
- [3 Unusual Lessons We Learned by Studying Over 16 Million Posts \(And 100,000 Brands\) on Social](#)
- [How to Use Instagram Live](#)
- [Tips for Using Facebook Live](#)
- [How to Broadcast with YouTube Live](#)
- [5 Tips for Better Facebook Live Broadcasts](#)

### Assignments:

- **Week 7 Discussion Post - Due 10/4/17 at 11:59 p.m. ET**
  - Create your own Facebook Live on a topic for your client (if you have access and permission from the brand) OR on a topic that interests you in social media management. When you are ready to go live, do so in the [course Facebook group](#). Your broadcast should last about 3 to 5 minutes total.
  - After you're finished with your live video, write a 300-500 discussion post in Canva addressing the following:
    - Briefly describe the topic of your broadcast and its purpose.
    - Write a paragraph detailing how you engaged the class during the live stream.
    - 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?
  - Submit your discussion post in Canvas by the due date and time listed above.
- **Assignment: Stukent Mimic Social Simulation Round 5 - Due: 10/8/17 at 11:59 p.m. ET**
  - Log into your Stukent account and do Round 5. Complete instructions will be provided in the Mimic Social simulation.
- **Week 7 Assignment: Sample Social Media Posts - Due: 10/8/17 at 11:59 p.m. ET**
  - See the assignments section of this syllabus for complete instructions on how to complete this assignment.

## Week Eight: Facebook Ads

### Learning Objectives:

- Explain why Facebook ads are critical for the success of a majority of organizations today.
- Identify the key components of effective Facebook ads.
- Create sample Facebook ads to display your ideas and strategies for effective Facebook ads for your client.

### Watch:

- No lecture this week. Watch the Expert Session and complete the readings.
- [Expert Session: Dennis Yu - What You Need to Know About the World of Facebook Advertising](#)

### Required Readings:

- [How to Advertise on Facebook: A Beginner's Guide](#)
- [10 Mistakes Newbies Make with Paid Facebook Ads](#)
- [11 Examples of Facebook Ads That Actually Work \(And Why\)](#)

### Assignments:

- **Quiz: Facebook Ads - Due 10/11/17 at 11:59 p.m. ET**
  - After you have watched the lecture and completed the readings, take this quiz in Canvas.
- **Assignment: Stukent Mimic Social Simulation Round 6 - Due 10/15/17 at 11:59 p.m. ET**
  - Log into your Stukent account and do Round 6. Complete instructions will be provided in the Mimic Social simulation.
- **Week 8 Assignment: Sample Facebook Ads - Due 10/15/17 at 11:59 p.m. ET**
  - See the assignments section of this syllabus for complete instructions on how to complete this assignment.

## Week Nine: Social Media Lead Generation

### Learning Objectives:

- Identify multiple opportunities to generate leads and conversions via social media.
- Analyze the most effective lead generation opportunities for a chosen client.

### Watch:

- Lecture: Social Media Lead Generation & Metrics
- [Expert Session: Bree Nakatani - How to Create 1000's of Leads Using Social Media](#)

### Required Readings:

- [6 Need to Know Ideas on How to Generate Leads on Social Media](#)
- [eBook: Social Media for Lead Generation](#)
- A Beginner's Guide to Lead Conversion with Social Media
- Metrics Every Marketing Manager Should be Tracking

### Assignments:

- **Quiz: Social Media Lead Generation - Due 10/18/17 at 11:59 p.m. ET**
  - After you have watched the lecture and completed the readings, take this quiz in Canvas.
- **Week 9 Assignment: Lead Generation Funnel Map - Due 10/22/17 at 11:59 p.m. ET**
  - See the assignments section of this syllabus for complete instructions on how to complete this assignment.

## Week Ten: Client & Organization Management

### 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:

- Lecture: Client & Organization Management

### Required Readings:

- [How to Begin Your Monthly Social Media Report](#)
- What Makes a Social Media Campaign Innovative?
- [10 Great Social Media Campaigns from 2016](#)
- [5 Tips for Running Your Best Social Media Campaign Ever](#)
- [Influencer Marketing on Social Media: Everything You Need to Know](#)
- [Social Media Campaign Strategy](#)
- [5 Social Media Workflows to Keep Your Team on the Ball](#)
- Social Media Campaign Case Studies:
  - [Wendy's Social Media](#)
  - [Adidas Create Positivity](#)
  - [Budweiser and Derek Jeter](#)
  - [IKEA Back to School](#)
  - [Royal Opera House and Emojis](#)
  - [IHOP and Denny's](#)
  - [Conor MacGregor vs. Floyd Mayweather Social Media Fight](#)

## Assignments:

- **Week 10 Discussion Post - Due: 10/25/17 at 11:59 p.m. ET**
  - Find a successful social media campaign mentioned in the readings or on the internet and do the following:
    - Put the name of the company that did the social media campaign as the title for this discussion post.
    - Briefly describe the social media campaign and why it was effective.
    - Which social media channels did the company use for this campaign?
    - Explain what kind of content the company published on social media as a part of the campaign.
    - Was there anything that could have been done better in the campaign?
- **Week 10 Assignment: Big Idea Social Media Campaign - Due: 10/29/17 at 11:59 p.m. ET**
  - See the assignments section of this syllabus for complete instructions on how to complete this assignment.

## Week Eleven: Community & Crisis Management

### Learning Objectives:

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

### Watch:

- No lecture or videos this week. Complete the readings and work on your Final Project.

### Required Readings:

- [Don't Be Scared Be Prepared – How to Manage a Social Media Crisis](#)
- [How to Recover from a Negative Social Media Update](#)
- [The Art of Response on Social Media](#)
- [10 Examples of Social Media Command Centers](#)

### Assignments:

- **Week 11 Discussion Post - Due: 11/1/17 at 11:59 p.m. ET**
  - 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.
- **Assignment: Final Project Presentation Slides - Due: 11/5/17 at 11:59 p.m. ET**
  - Submit your Final Project Presentation Slides in Canvas.

## Week Twelve: Future Trends in Social Media

### 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: Future Trends in Social Media

Required Readings:

- [The Future of Social Media \(And How to Prepare For It\)](#)
- [How to Consistently Keep Up With the Latest Social Media Trends](#)
- [Why Video is the Social Media Trend to Watch](#)

Assignments:

- **Week 12 Discussion Post - Due 11/8/17 at 11:59 p.m. ET**
  - We have now reached the final week of this course! Please answer the following questions that will cover this week's lecture and readings as well as your plans for the future in social media management:
    - What are your future career plans?
    - How will you apply what you learned from this course into your career?
    - How will you stay on top of the latest trends in social media?
    - Is there anything you felt was missing in the course that could be added in the future semesters? Anything you can say will be helpful.
- **Final Project Live Presentation**
  - Please present your Final Presentation via Adobe Connect at your scheduled presentation time.

***Note: The readings and assignments above are subject to change during the course. Any changes made will be announced well in advance by the instructor. Please see the modules in Canvas for the most updated readings you will need to read each week.***