

MMC 5636 Introduction to Social Media Spring 2018

Name

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The best way to reach me is to use the Canvas email system or rocallaghan@jou.ufl.edu.

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Social Media Handles: ProfessorRobin - Twitter

Course Website

Your course is Canvas (UF e-Learning). Go to <http://lss.at.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.

Instructor Availability

You can expect all emails responses to be done within 24 hours Monday-Sunday. Feedback on assignments will be given one week after the due date unless otherwise noted.

Required Text

None-readings can be found in Canvas.

Course Description

This course exposes students to various social media channels and their application in current media and business. The course examines the current habits in social media, trends, and evolution in social communication to provide a better understanding of the relationship between the different social channels and how they can be used to serve to build brands, and play a role in business growth. The course will also focus on content creation and how to build content that performs well in social media, including a focus on social analytics and viral campaigns. Students are provided an opportunity to have a first-hand experience in creating content on their own social channel and testing the theories and concepts presented in lecture.

Course Level Learning Objectives

1. Define fundamentals and elements of social media (Week 1).
2. Compare and contrast social media and traditional media (Week 1)
3. Discuss how to integrate social media with traditional media (Week 1)
4. Describe and use different types of social media channels (Week 2)
5. Compare and contrast different social media channels (Week 2)
6. Discuss how journalists use social media for newsgathering, building a personal brand, finding news sources and story ideas (Week 3)
7. Discuss how social media has changed news coverage (Week 3)
8. Compare and contrast news coverage on social media channels and traditional media (Week 3)
9. Illustrate social media audiences
10. Analyze and interpret social media feedback (Week 4)
11. Analyze other social media companies' presence (Week 4)
12. (Week 5)
13. Discuss ways business use social media for marketing and audience engagement (Week 6)
14. Develop a plan to engage audiences on social media channels (Week 6)
15. Develop social media content strategy (Week 7)
16. Create and plan social media content to engage an audience (Week 8 and 9)
17. Define and describe best practices for gathering, interpreting and using data to make decision on social media content and channels (Week 10)
18. Discuss KPI based on social media efforts (Week 10)
19. Discuss different content creation and project management tools to support social media efforts (Week 11 and 12)

Course Purpose & Expectations

Attendance or online engagement is key to the success of any course. You will want to log into the course site at least 4 out of 7 days of the week. I would recommend daily but the benefit of an online course is flexibility. You will be spending at least 15 hours a week on the course materials and assignments.

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

There is no required textbook for this course. All readings and lectures are posted in Canvas.

Prerequisite Knowledge and Skills:

There are no prerequisite courses for this course. Prerequisite skills include:

- Microsoft Word, PowerPoint and Excel
- Email
- Access to Adobe Acrobat or Adobe Reader to read .pdf files (Adobe Reader can be downloaded free of charge at <http://www.sparkpdf.com/reader/>)
- Access to Windows Media Player, QuickTime, or another program that will allow you to access and view videos for this course

Late Assignment Policy & 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 automatically be deducted by 20%. Any assignment after two weeks late or more will result in a zero. You must complete all course work to pass this course.

Late Assignments Due to Technical Issues:

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.

Dropping the Course:

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 trobber@jou.ufl.edu .

Coursework Policy and Submission:

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>

All coursework should be submitted through Canvas. All due dates can be found in Canvas. **Due date times will be 11:59EST.**

Course Topics by Weeks

Week	Topic
Jan. 8 - Week 1	What is Social Media
Jan. 15 - Week 2	Social Media Channels
Jan. 22 -Week 3	Social Media and Journalism
Jan. 29 - Week 4	Social Media Feedback Cycle
Feb. 5 - Week 5	Target Market
Feb. 12 - Week 6	Audience Engagement Idea
Feb. 19 - Week 7	Audience Engagement Idea
Feb. 26 - Week 8 - 9	Content Strategy and SEO
March 5 - Week 9	Content Strategy and SEO
March 12 - Week 10	Editorial Calendars
March 19 - Week 11	ROI and KPI
March 26 - Week 12	Content Creation and Collaborative Tools

Weekly Readings and Lectures

All readings, recorded lectures and videos can be found in each week just below the learning objectives. You should watch/read them in the order they are listed in on this page.

See Canvas for the following:

Readings: These are documents must be read completely as they relate to assignments or will be assignment instructions or templates.

Videos/Recorded Lectures: Course recorded lectures and other videos as they relate to the weekly topics. Recorded Lectures will be labeled with after the title. PowerPoints for the recorded lectures are also posted in the course site next to each recorded lecture.

Grading & Assignments

Current UF grading policies for assigning grade points:

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

Grading Scale		
A	100% to	94%
A-	< 93% to	91%
B+	< 90% to	88%
B	< 87% to	84%
B-	< 83% to	81%
C+	< 80% to	78%
C	< 77% to	74%
C-	< 73% to	71%
D+	< 70% to	68%
D	< 67% to	64%
D-	< 63% to	61%
F	< 60% to	0%

Note: To determine your grade percentage, take the total points you have earned divided by the total possible points.

The following assignments may be completed with a partner or you can do these alone. (Note: If you complete Week 5 Pinterest Persona assignments with a partner you will most likely want to do the same for Weeks 6-8). All assignments instructions can be found in Canvas at the bottom of the “Weekly Page.”

Total Points for the Course=300

Weekly Discussion Boards are titled **(DB)** and Weekly Projects will be titled **(Projects)** below.

Week 1

- Introduce Yourself (DB) – 10pts
- Pitch to Your Boss (DB) – 20pts

Week 2

- Social Media Channel Blog Article (Project/DB) - 20pts and 10pts for reaction post
- Hoot Suite Social Media Marketing Certificate (On Going Project) – 25pts

Week 3

- Social Media Journalism Story Coverage **or** (Project) – 35pts
- Social Media and Journalism Reflection (Project) – 35pts

Note: You only have to complete one of the above assignments.

Week 4

- Monitoring the Social Media Feedback Cycle (Project) – 25pts

Week 5

- Build Pinterest Persona and Brand Profile (Project) – 20pts

Week 6 and 7

- Social Media Engagement Idea (Project) – 25pts
- Social Media Engagement Idea (DB) – 10pts

Week 8 and 9

- Social Media Content Strategy and SEO Plan (Project) – 30pts

Week 10

- Editorial Calendar (Project) – 25pts


Week 11


- ROI and KPI (DB) – 25pts




Week 12

- Content Creation and Tools (DB) – 20pts

All assignment directions and details can be found under Assignments or Discussion Boards on our course site. Due dates can be found under **Syllabus of our course site**.

 A grid of social media icons including Facebook, YouTube, Blogger, Plus, Twitter, Instagram, Messenger, LinkedIn, and others. To the right of the icons, the text "#Social Sharing" is written in a large, bold, red font with a slight shadow effect.	<p>You will also find a Discussion Board titled #SocialSharing, this can be used to post any articles, websites or videos you might run across to share with your peers. This is not required.</p>
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 A graphic featuring a stylized illustration of a woman with long blonde hair and blue eyes, wearing a blue turtleneck. To the right of the illustration, the text "Robin's Social Media Top Picks" is written in a blue, sans-serif font.	<p>As you know, social media changes so quickly. So, in order to keep up, I will post recent articles, websites, or videos at the bottom of each weekly page. These are not required readings.</p>
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 <p>Assignment Spotlight</p>	<p>Example One Pitch to Your Boss Video ^e</p>  <p>Example Two Pitch to Your Boss Video ^e</p> 	<p>In most cases I have published an “Assignment Spotlight” in each week with an example of the assignment from previous students. These assignments are good example but just like all course work, there is room for improvement. These are posted just give you an idea on what the assignment might look like but this does not mean you have to follow the same format/structure.</p>
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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.

University counseling services and mental health services:

Counseling and Wellness resources

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

**Netiquette: Communication Courtesy:

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

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.

Getting Help:

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

** 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.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
<http://www.counseling.ufl.edu/cwc/Default.aspx>
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 visit <http://www.distance.ufl.edu/student-complaint-process> 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, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

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.