

The banner features a dark blue background. At the top left, there is a graphic of a denim pocket with a yellow border, containing icons for Twitter, Google+, Instagram, LinkedIn, and Pinterest. To the left of the pocket is a small red tag with "#UF" written on it. To the right of the pocket, the text "Social Media Management" is written in large, bold, orange letters, with "PUR3622" in smaller white letters below it. Below the pocket graphic is a photograph of several people's hands holding a tablet that displays a social media management dashboard. To the right of the photograph is a grid of six Snapchat icons: three yellow and three white. At the bottom of the banner, a dark blue box contains the quote "Social Media is about sociology and psychology more than technology." in white italicized text, followed by "– Brian Solis" in a smaller white font.

Social Media Management
PUR3622

“Social Media is about sociology and psychology more than technology.”

– Brian Solis

COURSE: PUR3622

CREDIT HOURS: 3

SPRING 2018

Please Note: This class is 100% online

ALTHOUGH THIS CLASS HAS NO REQUIRED “MEETING TIME” PLEASE REMEMBER THAT YOU ARE RESPONSIBLE FOR LEARNING/READING/WATCHING THE REQUIRED MATERIAL EACH WEEK AND SUBMITTING THE VARIOUS ASSIGNMENTS ON TIME.

#MEETYOURINSTRUCTOR



Celeste Martínez

Social Media Keynote Speaker | Social Media Communications Strategist | Content Marketing & Digital Marketing Professor
University of Florida • University of Florida
San Juan, Puerto Rico, Puerto Rico • 500+

Not too long ago, when I turned 40 years-old, I finally discovered my passion: social media. There is something about this constantly changing digital world that fascinates me, including how communications has changed in areas, su...

INSTRUCTOR: *Celeste Martínez*

Social Media: @celestesocial Twitter
Connect with me on [LinkedIn.com/celestemartinezsocial](https://www.linkedin.com/company/celestemartinezsocial)
Meet me on Instagram
<https://www.instagram.com/celestemartinezsocial>

OFFICE HOURS: Virtual Office Hours: Monday–Friday; by appointment through Canvas. Email via Canvas messaging.

PRIMARY: celestemartinez@ufl.edu

COURSE SOCIAL MEDIA NETWORKS:

Course Twitter Account: <https://twitter.com/UFSMM118A>
- Follow us! @UFSMM118A

#MEETYOURTA



MinJi Kim • 3rd

PhD Gator in Mass Communication

University of Florida College of Journalism and Communications • University of Florida

Gainesville, Florida Area • 35 

We have an awesome TA

MinJi Kim (MJ)

Minji.kim@ufl.edu

College of Journalism & Communications

University of Florida

- assigned to this course as another resource for you and will be participating in reviewing assignments and grading.

The best **way to reach our TA** MinJi **is via Canvas messaging.**

COURSE TA:

MinJi Kim

EMAIL:

Minji.kim@ufl.edu

LINKEDIN:

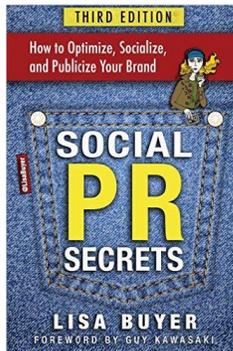
[HTTPS://WWW.LINKEDIN.COM/IN/MJ91WW/](https://www.linkedin.com/in/mj91ww/)

COURSE COMMUNICATIONS: Students feel free to contact me with any questions regarding grades, course material, assignments or personal matters through Canvas. However, at times throughout this course we will be communicating through various social media networks but only for the purpose to gain further knowledge of social networking and participate in group discussions.

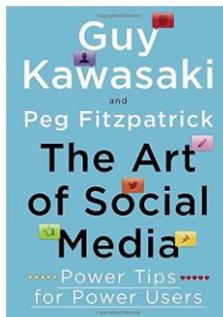
If you would like to set a meeting time, please message me (or MinJi) some dates and times that would work for you and I will do my best to make myself available

#MUSTREADBOOKS

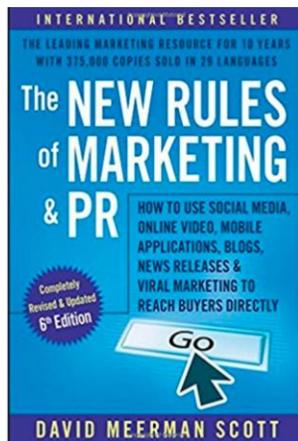
REQUIRED TEXT:



[Social PR Secrets 3RD edition by Lisa Buyer](#)



[The Art of Social Media by Guy Kawasaki and Peg Fitzpatrick](#)



[The New Rules of Marketing and PR 6th edition by David Meerman Scott](#)

#COURSEOVERVIEW

It goes “Like” this: 72% of all Internet users are currently active on social media with the millennial’s (18–34-year-olds) topping the charts at 89% usage, followed by the 30 and 40-something year old bracket coming in at 72%, a strong 60% of 50 to 60-year-olds taking an active role in social media, and not-so-distant seniors in the 65-year old-plus bracket are breaking bad with 43% using and loving social media.

Not only are all ages using social media, but mobile is a significant factor with [95%+ users](#) accessing social media from a mobile device. Social media has changed the way we interact, build personal and business relationships, attract publicity, market our business, and position our brand.

Today, businesses small and large are exploring new ways to utilize social media networks such as Facebook, Twitter, LinkedIn, Pinterest, Instagram and Snapchat to create relationships with prospects, customers, and the media.

Business owners and marketing managers everywhere are being forced to take a closer look at the tools that at first seemed like nothing more than a place to gossip with friends.

Social media in 2017 is live, video, visual, mobile, personal, influential, instantaneous, contagious and many times *irreversible*. Social media is also big business and an important part of today’s marketing and public relations landscape.

What does social media mean? Social media refers to the practice of engaging in an interactive conversation on the web, and for a brand it can mean building a community, reporting news, customer service, or promoting an event or a product. This can be done via a company blog, online newsroom social networking sites (such as Facebook, LinkedIn, and Twitter), reviews, and comments.

You are posting information on these sites and open for starting a dialogue of engagement and interactions, influencing opinion, and distributing information via the power of social sharing.

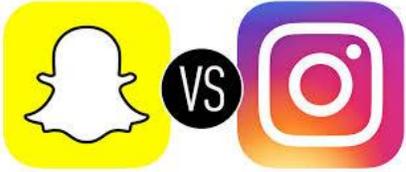
With millions of users on LinkedIn and Twitter (and BILLIONS on Facebook) and more than 100 million blogs in existence, it is obvious why businesses are investing more and more resources to social media and influencing the online conversation.

#COURSESCHEDULE

Topic Outline

See [UF Official 2018 Academic Calendar](https://catalog.ufl.edu/ugrad/current/Pages/dates-and-deadlines.aspx)

<https://catalog.ufl.edu/ugrad/current/Pages/dates-and-deadlines.aspx>

Week 1	Social Media Evolution
Week 2	Social Media Revolution
Week 3	Social Media Strategy and Planning
Week 4	Social Media Content - Who, What, Where and When Introduce Hootsuite Certification and Hootsuite Pro
Week 5	
Week 6	LinkedIn and Twitter for Business  
Week 7	Snapchat and Instagram 
Week 8	Mid-term
Week 9	The Visual Side of Social Media Pinterest Focus
Week 10	Social PR News Writing and Optimization

Week 11	Community Management and Social Customer Service
Week 12	Social Media Planning, Policies and Procedures and How to Avoid a PR Disaster Caused by Social Media
Week 13/14	The Video Side of Social Media The Rise of Live Video
Week 15	Measuring What Matters, Influence, ROI, KPIs and Analytics Social Media Tools and Platforms
Week 16/17	Review Week and Final Exam

Disclaimer:

This syllabus represents the Spring 2018 current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

#PURPOSE

Social media management as a skill is becoming increasingly important to businesses, so much so that it is now common to see it listed as a requirement under many marketing and public relations positions—even entry-level positions. “Social Media Manager,” has also been a common new title added to job descriptions.

#NEEDTOKNOW

This course will be presented online and will provide students with an understanding of how social media and Internet marketing influences public relations.

- ✓ ***You will also gain valuable “work experience” and an opportunity to publish articles and build your personal brand’s social media presence.***
- ✓ ***This class includes projects that can be used and listed as “work experience” meaning there are some time-consuming projects including the Hootsuite certification.***
- ✓ ***Waiting until the day before a project is due will most likely result in a negative outcome academically and cause undue stress.***

COURSE GOALS AND/OR OBJECTIVES: *By the end of this course, students will...*

- Gain a well-balanced understanding of online marketing, social media, and search engines, and how they influence public relations in a positive (and negative) way.

- Become more comfortable using the most popular social media sites in a professional environment and understand the differences between them.
- Understand the fundamentals and best practices in social media management including the importance of reaching the mobile user and the use of visuals in social media management.
- Gain enough in-class experience to confidently apply for business management, customer service, marketing or PR positions that require social-media skills.
- Obtain your [Hootsuite Platform Certification](#), which will help you earn industry-recognized credentials with the Hootsuite dashboard. This certification comes with a badge you can display on your website or social profile and the opportunity to grow your online presence by getting listed in the [Hootsuite Certified Professionals Directory](#).
(Note: this is included in this course at **NO** additional cost to the student and the steps to obtaining certification will be outlined after WEEK 1)

INSTRUCTIONAL METHODS: This class will be 100% online and it will consist of writings and presentations from the instructor, supportive video content, and online reading materials. Throughout the course, many times on a weekly basis, social media experts will be invited to give guest presentations to further expand on a topic.

#GRADING

Grading Values

Your participation in this class and your understanding of the material presented will be broken into five areas:

- | | |
|---|-------------------|
| 1) Projects /Activities/Discussions: | 20% of your grade |
| 2) Quizzes: | 20% of your grade |

You will be notified of your assignments each week in your course content. Assignments—whether they are written, a social media post, a quiz or discussion—will be worth 10-50 points. Projects are worth 100 -200 points each. Point values will vary.

You will be given three-five projects. You will have at least one week or more to complete each project.

Assignments/quizzes will be unavailable past the 11:59 p.m. Sunday deadline. Note: If you submit an assignment, project or activity early (before the due date) consider it submitted and eligible to be graded.

Submitting assignment: Remember this is an online class and all assignments are submitted in digital format. **It is your responsibility to make sure links, files and uploads are correct.**

What may go wrong with your links:

1. Your social media account is private, and the instructor cannot access it.
 - a. Solution: Try to open your link in an Incognito window. Check your privacy settings
2. Your link is redirecting a user to his or her own profile
 - a. Ask a friend to open your link.
3. You do not distinguish between Facebook PAGE and Facebook PROFILE (for Project 5)
4. You submitted a link to your profile instead of a link to your tweet
 - a. Solution: Try to open your link
5. You submitted a link via text entry box without hyperlinking it
 - a. Solution: Open your submission and try clicking on the link.
6. Make sure that you pasted your link into "Website URL" tab or used the hyperlink button in Rich Content Editor.
7. More: <https://guides.instructure.com/m/4152/l/65824-how-do-i-create-a-hyperlink-in-the-rich-content-editor>
8. http://canvaswiki.uen.org/wiki/Submitting_assignments

You will need to complete a 10-20 question quiz (multiple choice or short-answer format) and you will have from Monday until Sunday at 11:59 p.m. to take your quiz at a time that best suits your schedule. Please keep in mind quizzes are designed for prepared learners. You will not have time to look up all the answers.

3) Hootsuite Certification: 10% of your final grade –

- a. Note you do not need to sign up for Hootsuite on your own. You will receive an email during WEEK 2 from Hootsuite about your account.
- b. Question: **Are you already Hootsuite Certified?** No problem. Please notify me Week 1 so I can give you an alternate advanced Hootsuite assignment.

4) Midterm: 25% of your final grade

Your midterm will be a timed and proctored online exam that will test the knowledge you retained from the course throughout the entire semester. This exam will be proctored by ProctorU. Dates of availability and proctoring information can be found within the online course.

5) Final Exam: 25% of your final grade

Your final exam will be a timed and proctored online exam that will test the knowledge you retained from the course throughout the entire semester. This exam will be proctored by ProctorU. Dates of availability and proctoring information can be found within the online course.

Grading Scale:

UF grading policies can be found here:

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

Final grades will be based on these break points:

A	100% - 94%
A-	< 94% - 90%
B+	< 90% - 87%
B	< 87% - 84%
B-	< 84% - 80%
C+	< 80% - 77%
C	< 77% - 74%
C-	< 74% - 70%
D+	< 70% - 67%
D	< 67% - 64%
D-	< 64% - 61%
E	< 61% - 60%

#COURSEPOLICIES

Assignments and Coursework



You will be asked to use social media platforms—such as a Medium, LinkedIn, Facebook, and Twitter—to complete your assignments for this course. Each week will require you to become more and more familiar with these social media tools and platforms.

Your grade will be assessed from quizzes given weekly, however there will be some discussion participation or written interactive assignments. There will also be a midterm and a final exam. To succeed in this course, you will need to

regularly visit the content in Canvas accessed through the eLearning page at <https://lss.at.ufl.edu/>

Course content will be published as we go each week; there will be very few opportunities to work ahead. The content for the upcoming week will be posted by 8:00 a.m. EST that Monday morning.

Each week you will be notified of your assigned coursework, assignments and quizzes for that week. Some weeks you will have a combination of quizzes, assignments or discussions to complete, some weeks you will have just a quiz.

The assignments will consist of the following:

- 10-12 multiple-choice or short answer quizzes worth 10-20 points each
- 5-7 social-media publishing or posting assignments worth 10 -30 points each
- 3-5 discussion assignments worth 10 points each
- 5 -7 social media special projects worth 100 points each
- Weekly lectures and guest interviews
- **NEW THIS SEMESTER:** We have a private Facebook Group you will be invited to join and each week I will meet with you there via Facebook Live. You may watch the recordings if you are not available for the live broadcast. This is where we can interact in a community like forum and also I want you to experience Facebook Live.
- Note: this is subject to change based on trending events in social media news

#QUIZ/EXAMPOLICY

Quizzes: If a quiz has been assigned for that week, you will need to have it completed by Sunday at 11:59 p.m. EST of that week.

Social Media Posting/Reviews/Research: A social media posting assignment may include asking you to create a profile on a site (such as LinkedIn, Twitter, or Facebook) using the skills covered in class, updating an existing profile you own, or posting on a chosen social media site.

Written Assignments: If your assignment for the week is to write about the content covered, you may be asked to submit it in the assessment section of Canvas. Again, instructions for your assignments will be given each week in your course content.

Sometimes, you will be given instructions that ask you to research examples of brands using social media and write a review of what they are doing right and/or wrong.

An assignment will be submitted in the assessment section and typically is due by Sunday 11:59 p.m. EST of that week unless otherwise noted.

All written assignments are expected to be [AP style](#) in paragraph form.

Peer Reviews: There will be peer reviews throughout the semester on various assignments that you will be required to participate in.



#ATTENDANCE/MAKEUPPOLICY



As previously stated, this class has no attendance requirement. You are responsible, however for learning all the material and turning in the required assignments on time. *Failure to do so will severely impact your assignment grade and in many cases, could result in zero credit.*

For any questions regarding a given grade, please contact Celeste Martinez or this semester's TA within **24 hours** after the grade is received.

In general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

ASSIGNMENT POLICY: Assignments such as quizzes, written assignments or special projects will be due by Sunday 11:59 pm EST of that week. (Unless otherwise specified, due dates are always subject to change so please stay in the Canvas class conversation).

COURSE TECHNOLOGY: This class requires students to have a working Internet connection, as well as access to social media networks. We will be

utilizing networks/platforms such as Hootsuite, Twitter, Facebook, LinkedIn and more.

#UFPOLICIES

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.

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>.

****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/docs/NetiquetteGuideforOnlineCourses.pdf>

COURSE EVALUATION: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

#GETTINGHELP

Class Questions/Messaging
Grades, Assignments and Content Questions

The best and most responsive way to contact us is via email. It is our goal to respond to messages within 24 hours or less.

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
- 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-complaints> to submit a complaint.

ADDITIONAL STUDENT FEES:

Students may be required to pay additional fees for [ProctorU](#) to take the midterm and final exam. The fees are estimated to be \$19.95 per exam if scheduled in advance. You may pick a day and time that is convenient to you and take the exam (during the specified exam period) from any location as long as you follow the ProctorU requirements. To do this, you must pay a fee of **\$19.75*** if the exam is scheduled more than **3 days in advance**. A **\$5 late fee** will be added if you schedule the exam in less than three days before the exam. If you are charged a different amount, please contact ProctorU direct to resolve.

*subject to change

ADDITIONAL RESOURCES:

Recommended Reading: I will recommend certain blogs and social media profiles to follow as well as social media and public relations specific eBooks, videos or white paper download.

PREREQUISITE KNOWLEDGE AND SKILLS: If you are not already familiar with using social media networking at a personal level, it will be *most helpful* to be active on a social media network such as Facebook, LinkedIn, Twitter or Instagram before the class starts. This class will also require you to participate in discussions and engagements on various social network sites. If you have not already done so please create and become familiar with Facebook, Twitter and LinkedIn.

The class is taught using the Canvas platform. If you are not familiar with Canvas, it is your responsibility to become familiar with it and take advantage of the Canvas support and resources available.