



Intro to Social Media

Summer 2018
3 CREDIT HOURS

INSTRUCTOR

Lisa Buyer

E - lisabuyer@jou.ufl.edu

M - 561-703-8555

S - @UFSMM on Twitter

Contact

Canvas is the best way to reach me. I try to respond to students within 24 hours, or 48 hours at the latest. If you would like to speak to me on the phone or on Zoom, message me and we can set up an appointment. In case of an emergency, you can text me at 561-703-8555.

Office Hours

I am available Wednesday nights from 6-9pm virtually (Zoom, Skype, or Facetime) or by phone appointment. If that time range does not work for you, schedule the time direct via my calendar schedule. I'd love to connect. [Here's my calendar link](#) to make finding time easy.

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Instructor Bio

Looking for the latest Social PR trends or digital life hacks? Meet Lisa Buyer, a subject matter expert in public relations/social media and a recovering digital life junkie. She is the author of Social PR Secrets (4th ed 2018) with the foreword by Guy Kawasaki. Lisa brings 20+ years of PR experience always staying ahead of the curve as an early adapter integrating PR, SEO and social media. Clients include Fortune 500 companies, start-ups and niche brands. Industries include technology, marketing, real estate, health, wellness, and yoga.

By day you can find Lisa at her Celebration, FL-based company The Buyer Group, a boutique agency specializing in Social PR and Digital PR. She also teaches a Social Media Management class at the University of Florida and is a national and international speaker including keynotes. Her intention is to inspire and motivate with purposeful actionable takeaways.

Lisa is currently working on her next book, Digital Detox Secrets, a how to book on digital life balance. She focuses on productivity and motivational ways to balance the pressures of working in an “always on” social world.

I'm an avid yogi, author, entrepreneur, speaker, journalist, and educator. Lisa's experience blends the traditional fundamentals with today's digital best practices. Meet Lisa speaking at conferences such as Pubcon, SMX or PRSA; or follow her on social via @lisabuyer.

@LisaBuyer on Social Media

Follow me on Twitter

lisabuyer <https://www.snapchat.com/add/lisabuyer>

Connect with me on [LinkedIn.com/lisabuyer](https://www.linkedin.com/in/lisabuyer)

Meet me on Instagram <https://www.instagram.com/lisabuyer/>

Course TA

N/A

COURSE WEBSITE & LOGIN

Your course is in Canvas (UF e-Learning). Go to <http://elearning.ufl.edu/>. Click the orange “Log in to e-Learning” button. Login with your GatorLink account. Your course may appear on your Dashboard. If it is not on the dashboard, the course will be in the Courses menu on the left navigation. Click on “All Courses” on this menu. After clicking “All Courses”, you have the option to put the course on your dashboard by clicking on the star to the left of the course’s name.

Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

Zoom and/or Facebook Live

We will be using Zoom for live class meetings. Instructions on how to download and operate Zoom can be found in the course website.

THIS COURSE

Course Layout

Each week, you will be assigned lectures to watch, readings, and assignments. There will be several projects involving social media channels– they will be due throughout the semester and one final project due at the end. These tasks can be found on each weekly module.

Description

Intro to Social Media will familiarize students with the evolution, revolution as well as the status and future of social media for business. This “how to” course focuses on social media best practices for content, frequency, visuals and the mechanics behind each.

Students will learn how social media influences public relations, marketing, customer service and other aspects of business communications. The course explores the differences between the major social media channels including Facebook, Twitter, LinkedIn, Instagram, Pinterest and Snapchat.

In addition, students will learn:

- The significance of paid, earned and owned and the basics in creating social ads
- Audience targeting including buyer personas and psychographics
- Social media optimization and search engine optimization and why this matters
- Social media productivity and tools

The course will examine real world examples to examine social media’s positive and negative impact.

Throughout the semester, students will participate in various social media activities using information learned from live lectures, topics and guides.

By the end of the semester and understanding.

Objectives

By the end of this course, students will:

- have experience creating social media content for a business,
- implement best practices for social media success
- know how to optimize for best results
- earn their Hootsuite Social Media Certification

10+ questions students will be able to answer by the end of this course

1. What are the key milestones that shaped the social media evolution and revolution?

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2. What are the trends in social media for business and how are businesses and organizations adapting them into a social media plan?
3. How do I best manage/use social media for business and what are the best practices for content, frequency and visuals?
4. Can you distinguish the significance of the major social media channels and best practices for each?
5. What are the main elements of a social media strategy plan?
6. How do you identify your target audience and create a buyer persona?
7. What exactly is SMO and SEO and how do I apply it to social media for business?
8. What are the basic principles of a social media policy and why is it important to have one for any size brand?
9. How do I measure the ROI of social media impact and what are the benchmarks?
10. How do I create content optimized for each platform?

Bonus

11. How do you avoid social media burnout in a 24/7 world and what are some social media time management best practices?

Course Deliverables

Explain what kind of assignments you will be assigning – discussions, projects, quizzes, etc.

COURSE EXPECTATIONS

#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 real-life “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 Social Media 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 of creating and publishing social media content including the importance of reaching the mobile user and the use of visuals/video.
- 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 Social Marketing Certification](#), industry-recognized certification that demonstrates your expertise with the essential elements of social marketing to clients and employers. 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: There is an additional cost to the student of \$99 and the steps to obtaining certification will be outlined after WEEK 1)

I have designed this course with the mentality that “you will get out what you put in”. We will have a live class meeting via Zoom approximately once per week*, and assignments will be due periodically throughout the semester. This course is 16 weeks long.

Interactions

This class will interact via Canvas and various social networks including our Facebook Live Group.

Accountability

Include a statement on completing work on time and participating in class discussions in a professional manner while respecting the instructor and fellow students. These discussions are not limited to the Canvas shell, but all platforms that involve coursework.

Ownership Education

As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather

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than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

REQUIRED TEXT/STUDENT FEES

- Social PR Secrets 4th Edition by Lisa Buyer
- [Leave Your Mark](#) 2nd Edition 2018 by Aliza Licht
- [Crushing It](#) by Gary Vaynerchuk
- Hootsuite Social Marketing Course Materials **\$99**
- [Marketing New Realities](#) by Cathy Hackl and Samantha Wolfe

PREREQUISITE KNOWLEDGE & SKILLS

A basic understanding of social media through personal use and experience. This is a foundational class and designed as a basis for future classes in the UF Online program. You may explore basic social media courses on [Lynda](#).

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 encouraged to sign onto the course site at least once each day, to check for course updates in the announcements and discussion sections of the site.

The attendance policy is consistent with UF's policy, found at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

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.

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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 variable points
- 5-7 social-media publishing or posting assignments worth variable points
- 3-5 discussion assignments worth 50 points each
- 3-5 social media special projects worth 100 points each
- Weekly lectures and guest interviews
- **Facebook Group:** 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.

#Quiz/Exam Policy

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.

Late Work & Makeup Policy

An explanation of how you will handle late work.

Facebook Live and Zoom Weekly Lectures: If you miss a live lecture, you may watch the recorded version. Also include policy on missing student presentation meetings (if applicable)

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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 30%. No work will be accepted past 24 hours after the due date.

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 Lisa Buyer 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).

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. Student may email .zip files or even links to Dropbox folders to Instructor via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

Technical issue policy: Any requests for make-ups due to technical issues **MUST** be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You **MUST** e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact 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/>.

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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. Email your academic advisor and put “dropping a course” in the subject line. Your academic advisor will reply with the necessary procedures.

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

All assignments, quizzes, etc. will be submitted electronically through Assignments in Canvas.

Deadlines

This class, like others, involves many deadlines. Here is a reminder. The new lecture starts on Mondays: **The following is an example:**

- Quizzes 11:50 PM EST Sundays
- Projects/Assignments 11:59 PM EST Sundays
- Assignments 11:59 PM EST Sundays the week assigned
- Final Project August 5th 11:59 PM EST

Grading

Grading Values

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

- Reading/Lecture/Reactions 20%
- Weekly Quizzes 20%
- Midterm Project/Hootsuite Certification 20%
- Weekly Projects 20%
- Final Presentation 20%

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

Reading/Lecture/Social Reactions: 20% of your grade

Weekly Quizzes: 20% of your grade

You will need to complete a weekly quiz (multiple choice or short-answer format) and you will have from Wednesday 8:00 am 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.

Hootsuite Certification: 20% of your final grade.

There will be an additional cost of \$99 to register for this program.

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Social Projects: 20% of your final grade

Projects are worth 100 points each. You will be given three-five projects. You will have at least one week or more to complete each project.

Final Project: 20% of your final grade
Your final project will be an accumulation of what you have learned all semester.

GRADING SCALE

Your final grade will be rewarded as follows and note grades will be rounded.

A	100%	to	93.5%
A-	< 93.5%	to	89.5%
B+	< 89.5%	to	86.5%
B	< 86.5%	to	83.5%
B-	< 83.5%	to	79.5%
C+	< 79.5%	to	76.5%
C	< 76.5%	to	73.5%
C-	< 73.5%	to	69.5%
D+	< 69.5%	to	66.5%
D	< 66.5%	to	63.5%
D-	< 63.5%	to	59.5%
F	< 59.5%	to	0%

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

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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 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.

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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/%20sccr/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.

Week 1	Social Media Evolution/Revolution
Week 2	State of Social Media 2018 – Trends and Channel Overview

Week 3	Social Media Strategy
Week 4	Social Media Content Creation
Week 5	Facebook, Chatbots and Messenger
Week 6	LinkedIn and Twitter
Week 7	Instagram, Snapchat, Pinterest and Visuals
Week 8	Paid, Owned and Earned
Week 9	SMO, SEO, Social Writing and Optimization
Week 10	Social Customer Service/ Social Media Planning, Policies and Procedures
Week 11	Measuring What Matters, Influence, ROI, KPIs and Analytics
Week 12	Trending: AR/VR/MR / Productivity, Creativity and Tools
Week 13	Final Projects due August 6th

COURSE & ASSIGNMENT DETAILS

Weekly Lectures

You will find a live lecture or published lecture video to Canvas for 10 of the 12 weeks and two additional videos – one is an introduction to the course and course topic and the other will cover the syllabus. These videos will vary in length depending on the material. It is your responsibility to watch each of the videos.

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

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

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A detailed listing of course assignments, quizzes and projects can be found in the course Canvas.

NOTE: This info is subject to change due to the nature of the subject.