

MMC 6730 Social Media Management

Summer Semester 2018

Instructor

Jared Preusz

jpreusz@jou.ufl.edu

801-828-6462 (call or text)

LinkedIn | Twitter

Contact

Please use my UF email - jpreusz@jou.ufl.edu - to contact me. I will respond to all emails within 24 hours. If there is an emergency, please call my phone number listed.

Office Hours:

Wednesdays @ 8 p.m. ET - Please email me at least 24 hours before the office hour if you plan on attending the office hour. Here is a link to our virtual office hour meeting room:

<https://ufl.zoom.us/j/3330940125>

Instructor Bio:

Jared Preusz is the Web Content/Social Media Manager at Digital Media Solutions. He has worked as a digital marketing professional, social media manager, and consultant for multiple high-profile organizations including PCMag.com, FOX, Young Living Essential Oils, Massage Green Spa, and *Utah Business* magazine. He has taught MMC 6730 at the University of Florida since 2015. Jared also teaches MMC 6936 - Advanced Metrics in Social Media at the University of Florida with Professor Allison Cass. He currently lives in Salt Lake City with his wife, Janel, son Tommy (4), and daughter, Isabella (8 months).

Course Website and Login

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

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

Zoom – live class meeting room

<https://ufl.zoom.us/j/3330940125>

Meeting Time: 7:00 pm. ET Mondays Weeks 1-9

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 and

community 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 an organization
- Create engaging content for Facebook, Twitter, 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
- 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 assignments and projects for a real client, Ashley Furniture Homestore, that will be actual social media manager tasks, including a social media strategy, an editorial calendar, social media posts, and Facebook ads.

At the end of the semester, you will present an innovative social media campaign to the instructor in an effort to ultimately win the opportunity to present to the client live. You will be specifically designing the campaign for the company's Hope to Dream Project, which is their charitable organization. The course will last a total of 12 weeks and you will present your campaign live during Week 12.

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. There will be a course Facebook group, which will act as a social 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 Textbook:

There is no required textbook for this course. Each module in Canvas will have a number of readings you will need to complete each week.

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:

Attendance at weekly Live Lectures is highly encouraged, but not required. It is highly encouraged that you do everything you can to attend the Live Lectures in this course. All Live Lectures will be recorded in case you can't attend. You are also expected to log into the course at least once per weekday during the week to access course materials and complete assignments.

Late Work and Make-up Policy:

Deadlines are critical to this class. **All work is due on or before the due date. Extensions for deadlines will only be for pre-approved 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.

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. 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 trobber@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:

- Readings, Videos, and Quizzes In Canvas
- Weekly Projects In Canvas
- Final Project PowerPoint Submit in Canvas
- Final Project Presentation Via Zoom

Deadlines:

This class, like others, involves many deadlines, including

- Live Lectures 7 PM ET Mondays
- Weekly Quiz 11:59 PM ET Thursdays
- Weekly Projects 11:59 PM ET Sundays on the weeks assigned
- Final Presentation PowerPoint Slides Monday, July 30 @ 11:59 PM ET

Grading:

Your work will be evaluated according to the following distribution:

- Weekly Quizzes 15%
- Weekly Projects 45%
- Final Group Presentation 40%

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>

Course and Assignment Details

Weekly Lectures

There will be 9 Live Lectures and 2 Recorded Lectures in this course. The Live Lectures will give you the chance to ask questions directly to the instructor. You will also be able to meet your client, Ashley Furniture Homestore, and learn more from them as well during Week 2. The Recorded Lectures during Weeks 10 and 11 are pre-recorded by the instructor and can be viewed in Canvas.

If you can't participate in the Live 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.

Although it is possible to watch the pre-recorded video lectures later, 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.

The Live Lecture schedule is available via your Canvas Classroom under the Modules or Calendar section; the Modules section is also where you will read and watch the supplemental course material. It is the student's responsibility to attend the live lectures and complete each week's videos and readings.

Weekly Readings/Videos

Each weekly module of the course will have a set of readings and/or videos that you will be expected to complete. You will be tested on the material you learn in these readings by taking a quiz each week.

Weekly Quizzes

A quiz will be assigned each week to test your knowledge of the lecture and readings. These quizzes will contain a mixture of multiple-choice, true and false, and essay questions. Each weekly quiz is due on Thursday by 11:59 p.m. ET.

Course Facebook Group

You are encouraged to participate in the course Facebook group this semester. The course Facebook Group will act as a social forum and supplemental articles, conversations, and videos will be posted there to help enrich your learning in the course. You can also connect with your fellow classmates better and ask any questions you may have. In addition, some Weekly Projects will require the use of the Facebook group in some way. Feel free to also post any interesting articles you find related to social media management and even share insights of what you learn during each week. The link to the Course Facebook group is located in Canvas.

Weekly Projects

Each student will complete 8 weekly projects in the course. These projects will give you a chance to practice social media manager tasks and skills. More instructions on each Weekly Project is below and full instructions, including rubrics, are included online in Canvas.

Project 1: Social Media Strategy Plan

Using the template provided in the Project 1 folder in Canvas, conduct an audit of your client. You will then take that audit and create a social media strategy plan, which will provide a foundation for your social media campaign you will present at the end of the class. You will need to use the template in the Project 1 area of the Assignments folder in Canvas. The template will contain the following components:

- Client Background
- Client Brand Voice Analysis
- Social Media Analysis
- Competitor Analysis
- SWOT Analysis
- Target Audience
- Client Goals and Objectives

- Social Media Channels of Focus
- Social Media Goals and KPIs
- Strategies
- Tactics

Please see the Project 1 Template in the Project 1 folder in Canvas for more details on what to include for each of these components and for full instructions on how to complete the audit. When you are completed with this assignment, you will submit it in the Project 1 folder in the Assignments section in Canvas.

Project 2: Social Media Manager Tool Trial

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:

- List the name of the tool.
- Briefly describe the tool. What is it and what can you do with the tool?
- How can the tool be helpful to you as 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.
- Provide a link to the social media tool.

Publish your write-up on the Course Facebook Group. Be sure to also post the screenshots you took of the tool as a part of your post.

At the end of the week, take a screenshot of your post you publish in the Course Facebook group and take screenshots of the comments on your post as well. Submit the screenshots as attachments in the Project 2 submission folder in Canvas.

Project 3: Content Strategy Plan and Editorial Calendar

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. This will be a 1-2 page bulleted list in a Microsoft Word document. You need to include 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 many more, create a theme that your social media campaign will be based on. This theme needs to be a creative and original idea. It will direct the focus of your content. The 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 write, coordinate, or assign for your client. Blog posts can help provide engaging content for social media.
- **Outline of social media posts:** Provide a bullet-point list of the blog articles you will post on social media channels for your client. You must include the following in your outline:
 - Plans for Facebook and Instagram Lives
 - Videos to post on social media
 - Image posts
 - Relevant and trending hashtags that you plan to use
 - Plans for engagement campaigns: This includes contests, outreach to key influencers, and anything related to connecting more with and engaging your audience.

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 Project 3 area of the Assignments section in Canvas. Create a 7-day calendar using the template. You will need to have content planned for all 7 days for each of the social media channels the client wants you to focus on. Your editorial calendar can be submitted as a Microsoft Excel file or a PDF in Canvas.

When you are finished with this assignment, submit it in the Project 3 submission folder in Canvas.

Project 4: Social Media Post Creation and Scheduling

You will have the opportunity to create social media posts for the client that may be used on Facebook or Instagram. Create 3 image posts and one video for the client from what you have planned in your editorial calendar. For the image posts, you can use design tools like Canva, WordSwag, Typorama, Photoshop, Illustrator, etc. and for the video, you can use tools like Adobe Spark, Animoto, Ripl, or any others. The client will provide a library of images and branding materials that you can use in your post creation. Be sure to follow their branding guidelines and instructions when creating your posts.

After you have created your posts, you will schedule them to Hope to Dream Project Facebook page. You must schedule the posts on a date assigned to you by the instructor. This could happen during the week this assignment is due or it may happen in another week in the semester, depending on the student enrollment in the course and the client's availability for posts on the Hope to Dream Project Facebook page. You will need to sign a contract issued by the client before you schedule a post. This contract will be available in the Project 4 folder in the Assignments area in Canvas. Be sure to check the folder as well for full instructions on this assignment.

Project 5: Social Media Report Analysis

Using a report provided by Ashley Furniture, provide an analysis for the report. Complete instructions for assignment along with the report from Ashley that you will be analyzing are available in the Project 5 folder in Canvas. Your instructor will provide additional details on this assignment via announcements and during the Weekly Live Lecture during the week this project is assigned.

Project 6: Social Media Ad Mockups and Paid Social Media Campaign Proposal

Your client will provide an overview of the company's paid social campaigns and what has worked and what hasn't in the past. Based on the information provided by the client, you will create 3 mockup Facebook/Instagram ads using Facebook's Creative Hub. These ad mockups will help provide ideas for social media ads for your client. Each ad you create will need to be a different format to provide the

client a variety of different kinds of posts to choose from. See this page - <https://www.facebook.com/business/ads-guide> - to see all of the formats offered by Facebook (Note: Facebook also owns Instagram and many of the ads you create in a Facebook Ad Creator can also appear on Instagram as well).

In addition to the ad mockups, you will need to create a Paid Social Media Proposal that contains the following:

- Goals of your client
- Overview of your ad campaign with rationale explaining how it will help accomplish the client's goals
- Social media channels that will be utilized in your campaign - include Facebook/Instagram and any others you would like to include
- Targeting criteria for your campaign - include demographics (age and gender), location, any interests (if applicable),
- **Ad campaign budget:** Write the total amount you are proposing for the campaign as well as detailed breakdown of the individual costs that will be associated with your campaign total. Be sure to include any additional costs, including any costs for images, video production, and any other advertising efforts (paid search, Google ads, web page banner ads, etc.) Provide a paragraph below your listed costs that gives a detailed rationale for each of your costs and why it will help the client reach their goals.

Your ad mockups and paid social media proposal will need to be submitted in the Project 6 folder in the Assignments area in Canvas.

Project 7: Social Media Lead Generation Funnel Map

Sketch out a lead generation funnel map as shown in the lecture for the week this assignment is assigned. See the examples in the lecture 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. This funnel map needs to be for your client for this course.

Publish your lead generation map on the Course Facebook Group. Take a screenshot of your post and screenshots of the comments on your post as well. Submit the screenshots in the Project 8 submission folder in Canvas.

Project 8: Facebook Live Video

Create your own Facebook Live 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, complete a write-up in 300-500 words in a Microsoft Word document 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 for next time?

Submit your write-up in the Project 8 submission folder in Canvas. Be sure to also embed photos of your Facebook Live Video session in your write-up.

Final Project - Innovative Social Media Campaign Presentation

This project will force you to think deeper for your client and create an innovative campaign that will help them accomplish their goals in a big way. Prepare a PowerPoint presentation that will cover the following:

- **Title Slide:** Give your presentation a title and include your name. Below your name on another line put the following text: "Prepared For: Ashley Furniture Homestores Hope to Dream Project".
- **Agenda Slide:** Include a bulleted list of the key components your group will be presenting in your presentation.
- **Overview of Campaign:** Answer the following questions: What is the campaign? How will your campaign help your client achieve their goals? What is the campaign theme?
- **Social Media Platforms:** Explain the social media platforms that will be used in the campaign and why you think those platforms will be the best fit for the campaign.
- **Social Media Channel Goals and KPIs:** Briefly list out the goals and KPIs for each social media platform.
- **Tools You Will Use:** Explain which social media management and analytics tools you will be using for the campaign and provide detailed rationale for each tool.
- **Paid Social Plan:** Detail the paid social media efforts for your campaign.
- **Creative Execution Examples:** Provide 3 visual examples of content that will be posted to your client's social media accounts during the campaign. Provide 3 visual examples of paid social ads that will be used for your campaign.
- **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?
- **Closing Arguments:** Provide the key selling points of your campaign. Why should your client select your campaign over other competing proposals? Be sure to make your plans and arguments convincing.
- **Questions Slide:** Give the opportunity for the client to ask questions on this slide. It can simply say: "Questions".
- **Contact Slide:** Provide your contact information on this slide so the client can reach out to you if they have any further questions about your presentation.

Make sure to pack your presentation full of visuals to make it interesting and appealing to the client. Also, DO NOT include a heavy amount of text on each slide. Have bullet points of no more than 5-8 words per slide. You need to be prepared enough to deliver the presentation without relying on your slides too much. You also need to engage your client as you present. A good way to do this is by asking them a few quick questions throughout the presentation.

Time Limit for the Final Presentation: 8-10 minutes (Do not go over 10 minutes OR you WILL be docked points).

When you are finished with your slidedeck in PowerPoint, submit it in the Final Project submission folder in Canvas no later than the due date assigned.

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 or visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>

Evaluations are typically open during the last two or three weeks of the semester. Students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>

The University of Florida Honor Code was voted on and passed by the Student Body in the fall 1995 semester. The Honor Code reads as follows:

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

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

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

Academic Honesty

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

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

Students are expected to adhere to the University of Florida Code of Conduct
<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

Schedule

Weekly module dates:

Weekly modules start on Mondays and end on Sundays. Here are the dates for each weekly module:

Week 1: 5/14 - 5/20

Week 7: 6/25 - 7/1

Week 2: 5/21 - 5/27

Week 8: 7/2 - 7/8

Week 3: 5/28 - 6/3

Week 9: 7/9 - 7/15

Week 4: 6/4 - 6/10

Week 10: 7/16 - 7/22

Week 5: 6/11 - 6/17

Week 11: 7/23 - 7/29

Week 6: 6/18 - 6/24

Week 12: 7/30 - 8/5

Course Schedule:

Week 1: Intro to Social Media Management

5/14 - 5/20

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 properly optimize your social media profiles

Watch:

- **LIVE LECTURE: 5/14/18 @ 7 p.m. ET**

Required Readings:

- Please see this week's module in Canvas for an updated list of readings.

Assignments:

- **Week 1 Quiz - Due: 1/17/18 at 11:59 p.m. ET**
- **Join the Course Facebook Group** - The link to the group is available on the Canvas homepage.
- No Weekly Project this week. You will want to get a head start, though, on Project 1, your Social Media Strategy Plan, which is due at the end of Week 2, because it is rather extensive.

Week 2: Social Media Strategy

5/21 - 5/27

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 strategy plan for your client.
- Apply skills in social media strategy to create strategic social media marketing plans that can integrate smoothly within an organization.

Watch:

- **LIVE LECTURE: 5/21/18 @ 7 p.m. ET**

Required Readings:

- Please see this week's module in Canvas for an updated list of readings.

Assignments:

- **Week 2 Quiz - Due: 5/24/18 @ 7 p.m. ET**
- **Project 1: Social Media Strategy Plan - Due: 5/27/18 at 11:59 PM ET**

Week 3: Community and Crisis Management

5/28 - 6/3

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 social community manager.
- Discuss how you can reach out to key influencers and get them to act as brand ambassadors for your brand on social media.
- Become familiar with social media management tools that can help you find new opportunities to build relationships with your community and to report important data to your client.

Watch:

- **LIVE LECTURE: Monday, 5/28/18 @ 7 p.m. ET**

Required Readings:

- Please see this week's module in Canvas for an updated list of readings.

Assignments:

- **Week 3 Quiz - Due: 5/31/18 @ 11:59 p.m. ET**
- **Project 2: Social Media Manager Tool Trial - Due: 6/3/18 @ 11:59 p.m. ET**

Week 4: Content Planning & Management

6/4 - 6/10

Learning Objectives:

- Create a process to effectively manage social media content for a client or organization
- Identify components of a successful blog post and how a blog contributes to the overall success of your social media efforts.
- Write and schedule your own social media posts.
- Analyze which kinds of social media posts are most effective for reaching a target audience.

Watch:

- **LIVE LECTURE: 6/4/18 @ 7 p.m. ET**

Required Readings:

- Please see this week's module in Canvas for an updated list of readings.

Assignments:

- **Week 3 Quiz - Due: 6/7/18 @ 11:59 p.m. ET**
- **Project 3: Content Strategy and Editorial Calendar - Due: 6/10/18 @ 11:59 p.m. ET**

Week 5: Content Creation

6/11 - 6/17

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:

- **LIVE LECTURE: 6/11/18 @ 7 p.m. ET**

Required Readings:

- Please see this week's module in Canvas for an updated list of readings.

Assignments:

- **Week 5 Quiz: Due - 6/14/18 @ 11:59 p.m. ET**
- **Project 4: Social Media Post Scheduling & Analysis - Due: 6/17/18 @ 11:59 p.m. ET**

Week 6: Social Media Manager Analytics & Reporting

6/18 - 6/24

Learning Objectives:

- Identify the components of a successful social media manager report.
- Become familiar with the tools available for social media manager analytics and reporting.
- Analyze a social media analytics report and be able to explain it in terms the management of an organization can understand.

Watch:

- **LIVE LECTURE: 6/18/18 @ 7 p.m. ET**

Required Readings:

- Please see this week's module in Canvas for an updated list of readings.

Assignments:

- **Week 6 Quiz: Due - 6/21/18 @ 11:59 p.m. ET**
- **Project 5: Social Media Report Analysis - Due: 6/24/18 @ 11:59 p.m. ET**

Week 7: Paid Social

6/25 - 7/1

Learning Objectives:

- Describe why paid social is crucial to get your content noticed on social media compared to organic 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:

- **LIVE LECTURE: 6/25/18 @ 7 p.m ET**

Required Readings:

- Please see this week's module in Canvas for an updated list of readings.

Assignments:

- **Week 7 Quiz: Due - 6/28/18 @ 11:59 p.m. ET**
- No project due this week. Start working on Project 6, which is due at the end of Week 8.

Week 8: Ad Creation for Social Media Managers

7/2 - 7/8

Learning Objectives:

- Create mock-up Facebook and Instagram ads that can easily be used for your client.
- Discuss the components of an effective social media ad and how to target ads to effectively reach your audience.
- Explain why social media ads are critical for success for a majority of organizations today.

Watch:

- **LIVE LECTURE: 7/2/18 @ 7 p.m. ET**

Required Readings:

- Please see this week's module in Canvas for an updated list of readings.

Assignments:

- **Week 8 Quiz: Due - 7/5/18 @ 11:59 p.m. ET**
- **Project 6: Paid Social Media Ad Mockups & Campaign Proposal - Due: 7/8/18 @ 11:59 p.m. ET**

Week 9: Social Media Lead Generation

7/9 - 7/15

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:

- **LIVE LECTURE: 7/9/18 @ 7 p.m. ET**

Required Readings:

- Please see this week's module in Canvas for an updated list of readings.

Assignments:

- **Week 9 Quiz: Due - 7/12/18 @ 7 p.m. ET**
- **Project 7: Social Media Lead Generation Funnel Map - Due: 7/15/18 @ 11:59 p.m. ET**
- **Project 8: Facebook Live Video - Due: 7/15/18 @ 11:59 p.m. ET**

Week 10: Social Media Business Management

7/16 - 7/22

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 social media proposal for a client or organization.

Watch:

- RECORDED LECTURE - Available in the Week 10 Module in Canvas

Required Readings:

- Please see this week's module in Canvas for an updated list of readings.

Assignments:

- No assignments this week. Work on your Final Project.

Week 11: Future Trends in Social Media

7/23 - 7/29

Learning Objectives:

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

Watch:

- RECORDED LECTURE: Available in the Week 11 Module in Canvas

Required Readings:

- Please see this week's module in Canvas for an updated list of readings.

Assignments:

- **Final Project PowerPoint Slides Due: 7/30/18 @ 11:59 PM ET**

Week 12: Presenting Your Social Media Campaign

7/30 - 8/5

Learning Objectives:

- Present your social media campaign pitch to the instructor in an effort to win the opportunity to present to the real client.

Watch:

- No lectures or videos this week. Work with your group to prepare to present your Final Presentation.

Required Readings:

- No readings this week. Prepare for and deliver your Final Project Presentation.

Assignments:

- Present your Final Project Campaign to the instructor during your assigned time this week. You may be selected to present your campaign virtually to the real client.