

## **COURSE SYLLABUS**

PUR3622: Social Media Management  
Section 3E13 – Class #21869 – Fall 2018 – Online

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appointment  
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### **COURSE OVERVIEW**

Social media has changed the way companies do business and interact with their audiences. In this course, we will explore social media from a public relations perspective and understand how our roles as strategic communicators have evolved as a result. You will learn to develop a social media strategy, create content and measure meaningful results to deliver on brand goals and reach key audiences.

Social media changes every day. Because of this, the course content may also change, allowing us to address and analyze what's happening across the industry.

This course is centered on you and your needs. As such, the course will provide the opportunity for hands-on learning and real-world applications to help you gain experience and build a robust portfolio that showcases your social media and strategic thinking skills.

### **COURSE OBJECTIVES**

In this class, students will master the basic social media skills of public relations and digital professionals to prepare them to meet the demands of today's industry. Upon completion of the course, students will:

- Understand the social media landscape, fundamentals and best practices and its role in public relations and business;
- Learn how to develop and tailor social media plans – including strategy, content and KPIs – based on your target audiences and business objectives;
- Gain valuable experience through hands-on learning with professional tools such as HootSuite and the various social platforms;
- Understand the ethical and legal implications and potential risks of social media for brands;
- Develop and apply critical thinking, listening and professional skills through assignments that mimic industry work with clients and peers.

### **COLLEGE OF JOURNALISM & COMMUNICATIONS OBJECTIVES**

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- Understand and apply the principles and laws of freedom of speech and press for the US;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

### **COURSE FORMAT**

This class will be 100% online and it will consist of presentations, video content and readings. I will use Canvas for all course communication, materials and exams.

Since online assignments are the primary interaction tools of this class, it is very important for you to keep up with all the assignments due. Canvas can remind you of upcoming due dates. Please check the site on a daily basis for announcements and/or threads of comments from your classmates or me.

### **COURSE CONTENT & REQUIRED READINGS**

Students must stay current with all course materials. These will be key to successfully completing assignments and participating in required online discussions.

You will be notified weekly of the course content, assignments and quizzes for that week. All assignments are linked to content in their respective modules. You must review all content prior to working on assignments.

Course content will be published 1-2 weeks in advance, giving you the opportunity to work ahead.

Each week will consist of an online discussion, an individual or group assignment and a quiz, unless otherwise noted.

### **Required Materials**

- Schaefer, Mark W. *The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business*. 2015. (ISBN: 0692372334)
- Hootsuite Academy. *Social Marketing Training*.
  - Free course: <https://education.hootsuite.com/courses/social-marketing-education>
- This class requires you to have access to social media platforms and dashboards, including Facebook, Instagram, Twitter, Snapchat, Hootsuite, etc. If you have not done so already, you will be required to create profiles on some of these platforms to complete assignments. You may choose to create profiles specifically for this course.

Because of the ever-changing nature of social media, additional required readings will be assigned throughout the course.

### **ASSIGNMENTS**

All assignments must be “client-ready,” which means they have been proofread, reviewed and formatted so that they are ready to submit to your client – or in this case, to your instructor. I will give details on what must be submitted and how to submit specific assignments as the course progresses.

Assignments will either be done individually or as a group. Groups will be assigned for the semester.

You will be asked to use social media platforms, such as Facebook, Instagram, LinkedIn and Twitter, to complete several of your assignments for this course.

Everything you write for this course must be coherent, logical and carefully edited. Misspellings, syntax and grammatical errors are unacceptable and will affect your grade. This is a key skill for future public relations and social media professionals.

Remember: Social media takes time and consistency. Manage your time wisely. Many assignments will require you to work 20-30 minutes each day throughout the week. Please do not wait until the last minute to start working on your assignments.

Public relations and social media professionals are also often bound by tight, important deadlines and missing these can damage their and their clients’ credibility. All assignments are due by 11:59 p.m. on the date of the deadline, unless otherwise instructed. Late assignments will not be accepted.

Requirements for make-up assignments and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

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.

For any technical issues, you may contact the UF Help Desk, which is available 24 hours a day, seven days a week:

- <http://helpdesk.ufl.edu/>
- (352) 392-HELP (4357)
- [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)

### **GRADING POLICY**

Your grade will be determined by performance on various assignments, projects, quizzes and exams throughout the semester. There will be a midterm and final exam for the course.

Final grades will be based on the following scale:

- A 90 – 100 percent
- B 80 – 89 percent
- C 70 – 79 percent
- D 60 – 69 percent
- E 0 – 59 percent

For any questions regarding a given grade, please contact me within 24 hours after the grade is received.

### ***Components of Your Final Grade***

- **Exams (20 percent)** – You will have one midterm and one final exam. The final exam will be cumulative. Each is worth 10%.
- **Quizzes (10 percent)** – There will be quizzes throughout the semester, each covering 1-2 weeks of material. To successfully complete the quiz, you must review all material prior to beginning the quiz.
- **Weekly Discussions (10 percent)** – There will be weekly discussions on Canvas based on an assigned topic related to that week's materials or recent social media news. The purpose of these discussions is to encourage you to keep up with the industry, use your critical thinking skills and share varying perspectives. Writing errors (such as grammar, spelling, syntax, etc.) will negatively affect your grade. Failure to complete one or more of these discussions will also result in a lower grade.
- **Individual & Group Assignments (20 percent)** – Each week you will receive an assignment related to the week's materials. Some assignments will be done individually, while others will be completed as part of a group. The group

assignments will all contribute to your larger client social media project, due at the end of the semester. Your Hootsuite Platform Certification will contribute to this overall grade.

- **Personal Brand Project (10 percent)** – You will complete an individual personal brand project to improve or establish your online persona, helping prepare you for the workplace.
- **Client Social Media Project (30 percent)** – This is your final group project for the course, and as such, it is weighted heavily. You will complete several components of the plan throughout the semester as part of your assignments. If you received a low score, this is your opportunity to revise accordingly. I'm available during office hours and via email to answer any questions and provide guidance. Your team members' evaluations of your contribution and overall participation will affect your grade.

### **CONTACTING ME**

I will be available to answer questions and provide feedback via email. I will do my best to reply as soon as possible, but please allow up to 48 hours for a response. Please do not email me with a question about your assignment within 24 hours of the due date.

You may also visit my office during the scheduled office hours to discuss assignments, materials or other concerns related to the course. Office hours are listed at the top of the syllabus. You may also schedule an appointment with me via email.

### **COURSE PROFESSIONALISM**

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. I expect you to adhere to workplace norms of collegial and respectful interaction, as will I.

Students will conduct themselves in an honest, ethical and courteous manner with students and the instructor, abiding by the UF Student Conduct & Honor Codes. All members of the class are expected to follow rules of common courtesy in email messages, threaded discussions and chats.

You may review the Netiquette Guide for Online Courses here: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

### **ACADEMIC HONESTY**

The work you submit for this course must be your own. You must never use direct or paraphrased material from any source, including websites, without citation.

Citation means providing attribution within the text for any ideas, insights or facts that are not your own. To clarify, you may not copy anything word for word from any source without putting quotes around it and attributing the source. This includes organizations' or companies' websites, internal documents and materials.

For this class, we will use the MLA in-text citation method. This applies to all discussions, assignments and projects. You must also list your sources in a bibliography for all assignments.

All work submitted must be original work for this course. You may not submit anything that you wrote for another class, an internship, as a volunteer or in another academic or professional setting. You may not submit anything that was written for any purpose other than the given assignment. Plagiarizing another student's work or having another student complete the assignment for you is considered academic dishonesty.

I will handle any incident of academic dishonesty in accordance with the UF Honor Code that provides examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and fabrication. Any case of academic dishonesty will result in a failing grade for this course. I will follow university guidelines for any offense.

You may review the Student Conduct & Honor Codes here: <http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>.

#### **STUDENTS WITH DISABILITIES**

Students requesting classroom accommodation should first register with the Dean of Students Office's Disability Resource Center. The Dean of Students Office will provide an accommodation letter that must be presented to me when requesting accommodation. Students should follow this procedure as early as possible in the semester.

To contact the Disability Resource Center, visit [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/) or call 352-392-8565.

#### **ONLINE COURSE EVALUATION POLICY**

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/>.

**COURSE CALENDAR** *\*Subject to change at instructor's discretion*

WEEK	TOPIC
<b>Week 1: Aug. 22-24</b>	Overview: Social Media Fundamentals & Public Relations
<b>Week 2: Aug. 27-31</b>	Building a Social Media Strategy
<b>Week 3: Sept. 3-7</b>	Social Media Platforms
<b>Week 4: Sept. 10-14</b>	Social Listening: Analyzing Your Audience and Competitors, Trends & "Newsjacking"
<b>Week 5: Sept. 17-21</b>	Content Strategy & Creation
<b>Week 6: Sept. 24-28</b>	Content Strategy & Creation Content Calendars and Scheduling
<b>Week 7: Oct. 1-5</b>	Audience Engagement
<b>Week 8: Oct. 8-12</b>	<b>Midterm Exam</b> - Due by Oct. 14
<b>Week 9: Oct. 15-19</b>	Community Management
<b>Week 10: Oct. 22-26</b>	Paid Social Media
<b>Week 11: Oct. 29-Nov. 2</b>	Social Media Crisis
<b>Week 12: Nov. 5-9</b>	Social Media & Influencer Relations
<b>Week 13: Nov. 12-16</b>	Measurement & Analytics
<b>Week 14: Nov. 19-23</b> <b>THANKSGIVING</b>	Your Social Media Presence & Careers in Social Media
<b>Week 15: Nov. 26-30</b>	The (Current) Future: Artificial Intelligence & Virtual Reality
<b>Week 16: Dec. 3-5</b>	Legal & Ethical Implications: Fake News, Privacy & More
<b>Final Exam: Dec. 8-9</b>	<b>Final Exam</b> - Due by Dec. 9