

PUR 4932-13E3

CJC ADVANCED SOCIAL MEDIA

Monday/Wednesday period 7 (1:55-2:45pm) / Weimer Hall, AHA! Lab / Fall 2018

INSTRUCTOR

Todd Sanders

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OFFICE HOURS

Tuesday 2-4pm

@tsand 24/7

REQUIRED READING

Trending topics on Twitter (Mon/Wed before class)

COURSE DESCRIPTION

This course covers advanced social media skills and includes students from all four CJC majors. You will learn social media principles, theory and best practices, and will be part of a team that helps strategize and produce content for the College of Journalism and Communications.

COURSE OBJECTIVE

This course hopes to give students the ability to:

1. Understand what makes social media different and how to embrace its strengths
2. Produce realtime content that speaks to intended audience
3. Create social media campaigns that produce user generated content

INSTRUCTOR'S GOALS

I want you to:

1. Have fun... and think in new ways
2. Create a robust and engaging presence for the J-School on social
3. Develop new skills and be highly employable in your field

COURSE TOPICS

History of social media	User generated content
Analytics (what, when, why)	Humanizing the brand
Adapting to change	Voice vs tone (being a brand on social)
Brand ambassadors/influencers	Turning mistakes/FAILS into opportunities/WINS
Best practices vs experimentation	Automation + 24/7/365 environment
Content, calendars & creativity	How to pronounce GIF
Metrics that motivate	Early adoption and life cycles

PROJECTS

NON-DIGITAL (life before the smartphone)

Back to the basics: words, images, sounds

- The Post-it Project, tweets on 3" x 3" sticky notes
- The Polaroid Project, making every shot count with 8 instant photos
- The Tape Recorder Project, capturing stories on cassette tape

DIGITAL (using today's social tools)

Mixing words, images and sounds to create amazing content

- The Get a Job Project, personal branding and LinkedIn
- The Meme Project, playing with the cool kids
- The Retweet Project, why brands retweet fans
- The Fuchs Project, creating content with UF's President

GRADING

You will be graded on a 1000 point scale:

A: 925-1000	B-: 800-824	D+: 675-699
A-: 900-924	C+: 775-799	D: 625-674
B+: 875-899	C: 725-774	D-: 600-624
B: 825-874	C-: 700-724	E: 0-599

You will receive grades for:

- 2 online quizzes (200pts each, 400pts total)
- 2 one-page papers (200pts each, 400pts total)
- Attendance (100pts)
- Participation (100pts)

Challenges may be issued for extra credit.

SUBMISSION GUIDELINES FOR ONE-PAGE PAPERS

- Email PDF to tsand@ufl.edu
- Email subject line: (your name) - Advanced Social Media
→ Example: Todd Sanders - Advanced Social Media
- Include NAME and EMAIL in PDF
- 30-point deduction for failure to meet submission deadline
10-points deducted for each additional 24-hour period past the deadline

CLASSROOM NEEDS

Students requesting special classroom needs must first register with the Dean of Students Office, which will provide documentation to student, who must then provide the documentation to instructor.

HONOR CODE

<https://sccr.dso.ufl.edu/process/student-conduct-code/>