

## **Introduction to Social Media: A Strategic Approach**

### **COURSE INFORMATION**

MMC5636 Spring 2019

Credits 03

Meeting Time: Distance Asynchronous and Online Classroom—Select Tuesdays during the semester at 7PM EST. Please see course calendar for dates.

Office Hours by Appointment

### **Text**

*Social Media for Strategic Communication 1e*

ISBN 978-1506387109

Karen Freberg

There will be additional readings each week.

### **ZOOM Classroom**

<https://ufl.zoom.us/j/278209086>

### **INSTRUCTOR**

Robert (Bob) Hughes MA

[rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu)

970-368-2021

Please see my Bio—and a place for yours—under the Discussions tab in Canvas.

Note—please use my [rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu) email address for all communication. Email is the quickest way to get a message to me as it hits my phone, which I always have with me! Please include your class name in the subject line.

Please DO NOT use the email option/tab in the Canvas shell. This does not hit my iPhone on a timely basis and I cannot reply using my iPhone. Please only use my [rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu) email address to reach me.

**IMPORTANT! Follow this syllabus ONLY for your class information. Print it out and check things off as completed. THERE MAY BE INFORMATION INCLUDED HERE THAT IS NOT FULLY EXPLAINED/INCLUDED ON CANVAS PAGES!!!**

Announcements tab in Canvas shell

Be sure to **check the Announcements tab in the Canvas shell regularly** for information on class assignments, changes and other class information. In addition, important information (but not all

Announcements) will be sent via email when it is posted in this tab.

## Course Description

Intro to Social Media will familiarize students with the evolution, revolution as well as the status and future of social media for communications professionals.

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 advertising, public relations, marketing, customer service and other aspects of 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 strategy of developing a successful social media plan
- The significance of paid, earned and owned social media
- Audience targeting including persona and psychographics
- Social media optimization
- Social media productivity/ROI

Further, this class will teach students the skills and strategic principles needed to develop a social media communications plan. In addition, share the importance of using a strategic approach for using social media in an integrated marketing communications plan, corporate/personal branding, content creation and audience identification. The class is based on the latest research and practical application, the class will show students the how and the why for strategic social media and share how to take class learnings into a professional career. The course will give students the tools they need to adapt what they learn to new platforms and technology that may emerge in the future. By focusing on the role of social media in strategic planning for advertising, PR, marketing, non-profit advocacy and international communication students will leave with a broad base of practical knowledge for their career.

## Course Design/Expectations

This course will combine both live sessions and recorded lectures. Live class sessions will be held select Tuesday nights of the semester starting at 7pm EST.

Access the class at: <https://ufl.zoom.us/j/278209086>

*See the syllabus AND class calendar for live class dates. These dates may be subject to change depending on class circumstances, yet another reason to keep up with the Announcements tab.*

### Lectures

The recorded materials will help you to understand key concepts and assignments. These are reinforced in an online homework and in written submissions.

**Please note: Follow only the syllabus for assignments, due dates and other relevant information. Some may have changed since the lectures were recorded.**

### Assignments

You will have regular assignments, and these will be the basis for your final grade.

There will also be several in-class team exercises to be presented in our live classes. For these I will be assigning teams and results will be presented in class by a member of each team. These exercises will be discussed in class.

Your semester-long project is to develop a social media strategic plan for a publicly traded brand or company. Your focus should be on the marketing or communication challenges faced by the company. *This plan can be developed as a Word document, in PowerPoint or in a web-based program like WordPress. It's your choice!*

In addition to your readings you will have two kinds of homework:

First, under the Discussion tab, you will find a discussion question. You should post a thoughtful response to this key topic question and respond to at least two posts from your fellow students. All responses should be placed in the "Discussion" section of your Canvas shell.

Too, we ask you post your initial Discussion question post on YOUR social media channels with the tag @UFCJOnline. This will do two things: allow you to continue to build a strong social media presence and allow UF to showcase your work (a benefit to both you and UF!) So, when you write your initial Discussion post, you should rephrase the question to make your work a stand-alone post. If you do not have a LinkedIn profile (if not, why not?) please create one as this platform will be an ideal one for your professional portfolio.

Second, you will complete homework dealing with the class materials. The homework will be found in Canvas.

Please follow the class calendar and Canvas schedules for when Discussion Questions and homework will be due.

### Requirements

You will need an Internet connection to access your text, view the lectures, attend online class sessions, and complete your assignments.

You must be able to communicate with the instructor. Most communications can be done via email and the discussion board, but you may be asked to join Dropbox.com (a free online service) to share large files.

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

### COURSE POLICIES

#### Attendance Policy

This is an online asynchronously delivered course AND include a live class on select Tuesday's of the semester. If you cannot attend the live classes, it is expected you will watch the recorded class

during that week. Please email Prof Hughes a brief summary of the recorded class materials by the end of that missed week.

**Late Work and Make-up Policy:**

You are expected to prepare and submit your assignments on a timely basis. Due dates are clearly laid out in this syllabus and in the attendant class calendar.

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. With this in mind there will be penalties for late work:

Less than an hour late	05 points off
More than an hour late but less than 24 hours late	10 points off
More than 24 hours late but less than 48 hours late	15 points off
More than 48 hours late	25 points off
49 hours and greater late	Not accepted at all

Issues with uploading work for a grade is not an excuse. If you have technical difficulties with Canvas, there are other means to submit completed work. You may email .zip files or even links to Dropbox folders to Instructor via UF email. Another suggestion to 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/> .

**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 [trobbert@jou.ufl.edu](mailto:trobbert@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**

In general, as noted throughout this syllabus, most coursework should be submitted through the Assignments tab in the Canvas classroom.

**General Deadlines**

This class, like others, involves many deadlines. Here is a summary reminder.

- Weekly lectures on Monday
- Weekly homework on Sunday
- In-Class Presentations on Tuesday
- Initial Discussion post on Thursday
- Discussion post classmate reply on Saturday

### Grading

Grading parameters for the class projects are provided in the form of rubrics. These rubrics are detailed in this syllabus. Your work will be evaluated according to this distribution:

Online homework	80 points
Weekly discussion assignments	45 points
Hootsuite Academy enrollment	10 points
Hootsuite Academy Certification	50 points
Team In-Class Presentations	40 points
Final plan	100 points
PowerPoint	35 points

TOTAL 360 points 100%

And grades will be determined as follows

A	332-360 points	93-100%
A-	324-331 points	90-92%
B+	313-323 points	87-89%
B	299-312 points	83-86%
B-	288-298 points	80-82%
C+	277-287 points	77-79%
C	263-276 points	73-76%
C-	252-262 points	70-72%
D+	241-251 points	67-69%
D	216-240 points	60-66%
E	0-215 points	0-54%

Note-- Rounding: I round when assigning grades. The grade of 92.62 is A- . The grade of 92.34 is B+. When the grade Springs at a .5, I will carry the grade to the next decimal point for rounding purposes.

### Policy on Late Work

Work in the class turned in late will not be accepted except for extreme circumstances (i.e. family emergencies.) If you anticipate not making a project deadline, please contact the instructor. Every day a project is late, you will lose a letter grade. No make-up options will be provided.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies and can be found at:

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

Assignment Information in depth

## Discussion Assignments

During select weeks of the semester you will need to provide a thoughtful analysis of an assigned topic. Each week you will also post a response to two student's post that you either agree or disagree with.

You will find each discussion topic under each respective week in the syllabus.

Again, we ask you post your initial Discussion question post on YOUR social media channels with the tag @UFCJOnline. This will do two things: allow you to continue to build a strong social media presence and allow UF to showcase your work (a benefit to both you and UF!) So, when you write your initial Discussion post, you should rephrase the question to make your work a stand-alone post.

Please keep these guidelines in mind as you create your weekly posts:

1) Your writing should be thoughtful, reflective, and focused. You should also attempt to be persuasive, by which I mean you should try to convince others, especially others who disagree with you, that you have a valid and credible perspective. You may find the following piece helpful as a guide:

<http://opinionator.blogs.nytimes.com/2013/04/25/the-shadow-lobbyist/>

2) **At a minimum, your discussion posts should average 400 words.** You are strongly encouraged to document any facts you bring to bear in making your arguments. In general, when you provide factual information, it should be referenced.

3) **At a minimum, your comments on the postings of others should run between 200 and 300 words.**

Personal attacks or disrespect towards others is inappropriate and will cost you points on the assignment. I will watch and determine if I feel a discussion is inappropriate if needed. Your goal should be to help the author of the post you are commenting on see another perspective.

Here is an example of a response to the essay in the link above that does a good job of accomplishing this:

The average American, thanks to a substantial educational and social deficit, simply doesn't understand politics or public policy. The interesting question, then, is how does the political class govern in the name of The People when The People are missing in action? For many decades, the political class maintained the self-delusion of running a democracy by creating their own echo chamber--issues and ideas would echo among elites in D.C. or other capitals of the country until enough steam would build up behind a policy that it seemed like there was a consensus on the issue. As a member of the political elite, if you heard the same story from multiple quarters, you could perhaps convince yourself that what you were hearing reflected the true interests of the public, even if that public was rarely involved in such surges of elite opinion. It was perhaps inevitable that as the technology and capacity to micro-target small portions of the real public have advanced that political lobbyists would eventually realize that they could insert themselves into the political elite echo chamber by manufacturing a ground-swell of 'public opinion' by whipping up opinions on particular policies by enlisting some ideological or ignorant fraction of the public. The

real question is whether the political class will eventually tire of the absurdity of this situation and actually enlist the public in meaningful deliberation of issues, though this would mean a loss of control.

Here is another:

Back on July 12, 2002, during a Bill Moyers "Now" interview ( transcript here:[http://www.pbs.org/now/transcript/transcript\\_lewis.html](http://www.pbs.org/now/transcript/transcript_lewis.html) ) with Chuck Lewis of the Center for Public Integrity, I heard that in 1968 there were a mere 62 registered lobbyists in D.C. - but that this figure had risen to 20,000 by the date of that program.

Three years later, there was a June 22, 2005 Washington Post article, "The Road To Riches Is Called K Street" (still posted online and easily found with a search of that headline), which told how :

"The number of registered lobbyists in Washington has more than doubled since 2000 to more than 34,750," that hiring was booming, and that fees and retainers had risen substantially.

Yet a Ross Douthat column from September 22, 2012, "Washington Versus America" - an intriguing commentary which noted that in 2011, seven of the ten most affluent counties in the U.S. were in the D.C. area, stated that:

"For Mitt Romney and the Republican Party, what's happened in Washington these last 10 years should be a natural part of the case against Obamanomics" - seemingly implying that a surge in influence- buying in D.C. was the fault of the president, and not the Washington Post-noted boom of the Bush years.

Mr. Edsall's column explains how the number of registered lobbyists could drop, while a corruption-generating industry still thrives at the heart of the federal government.

And one more:

It is the 4th branch of government and it showed its power during the gun debate. This branch is in the shadows and it is controlled by money coming from special interest groups such as the National Rifle Association, Organize For Action, the Koch brothers, Sheldon Adelson, Citizens United, all labor union PACS and approximately 4,600 other political action committees.

In the case of PAC's, they in theory represent a group of voters who are supporting the PAC. This creates a problem that: 1). Not every voter belongs to a PAC and 2) Not all PAC's are created equal. The more money the PAC has, the more influence they have. Further, the more one contributes to a PAC, the more influence that person has over the PAC.

Making things worse, these organizations have control over the other three branches of our, tongue in cheek, government. Most of these PAC'S are controlled by a small group of individuals making the decisions. In addition to these Political Action Committees, our elected officials spend much of their time soliciting money from very wealthy individuals in the following industries: Wall Street, Banking, Entertainment, Energy, Home Building, Technology and others.

Politics is the only industry I am aware of that allows its employees to take a paid leave of absence from performing their duties to look for another job; their reelection. I am very pessimistic. If we do not end this corruption the country will continue in its slow decline.... <http://lstrn.us/12kXsML>

4) Your initial Discussion posts are due by Thursday at 11pm ET of each week of the class.

Comments on the posts of two classmates are due by Saturday at 11pm ET. Late submissions will be penalized.

Rubric for grading Weekly Topic Posts and responses.

	Excellent	Good	Fair	Poor
Thoughtfulness (25%)	Post represents outstanding thinking and logical reasoning. The presentation is opinionated but balanced and fair to opposing ideas.	Post represents good thinking and logical reasoning. The presentation is opinionated with mention of opposing sides.	Post shows some weakness in thinking and logical reasoning. It lacks an informed perspective and/or ignores opposing sides.	Missing significant sections or information.
Documentation (25%)	All facts in the posts are documented with links to relevant sources. Many sources were consulted and easy sources (like Wikipedia) are used sparingly.	All facts in the posts are documented with links to relevant sources. Adequate sources were consulted and easy sources (Wikipedia) are used sparingly.	Most facts in the post are documented but few sources are used.	Unclear where facts have come from or facts or few sources consulted.
Coherent, clear, persuasive (25%)	Writing is clear, compelling, organized, powerful and grammatically correct.	Writing is straightforward, understandable and avoids most grammar or spelling errors.	Writing has significant problems	Writing quality is poor, difficult to read.
Responses to the posts of other (25%)	Responses are engaging, challenge the peer post without demeaning it. Responses show key areas in which the original is flawed, limited or short-	Responses are respectful in challenging the peer's post. Key areas of disagreement are identified.	Response is opinionated but somewhat lacking in respect. Response fails to clarify the point of difference or the limits of the original post.	Response is opinionated but ignores the strengths or weaknesses of the original post.

	sighted.			
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### Team In-Class Presentations

Most weeks when we have a live class you will be assigned to a team with other class members and teams will be given an assignment. The results of this work will be presented by one team member each week in our live class. Please rotate the presenter. Weekly assignments will be made in the Announcements tab.

### Semester Long Project

Your semester-long project is to develop a social media strategic plan for a publicly traded firm or organization. Your focus should be on the marketing or communication challenges faced by the company. You should propose the company that you will work on to Prof. Hughes by Saturday, 11pm EST of Week 2 of the class. In proposing a company, be sure to indicate why you have chosen that company. You should also be sure there is sufficient public information available on the company to develop your plan.

You have several weeks to do the social media strategic plan. and it will be built in sections. Your homework assignments will take on each section and your final plan will be compiling these sections to form your final social media strategic plan.

You will find the outline for the semester long plan on page 115 of the text, followed by an explanation of each section. It would be helpful to read Chapter 6 early in your classwork. Additional readings each week will add insight and further plan directions.

The purpose of this semester long assignment is to lay a foundation for your future classes in our program.

***Again, the format for your social media strategic plan can be Word, PowerPoint or a platform like WordPress. I am flexible here.***

### RUBRIC FOR GRADING THE SOCIAL MEDIA STRATEGIC PLAN

	Excellent	Good	Fair	Poor	No Credit
	72-80 (total)	64-71	56-63	<56	0
Completeness (25%)	SMSP has material related to all parts of the template selected. Sections are complete.	SMSP has material related to most parts of the template selected. Sections are mostly complete.	SMSP has some sections that are missing material related to all parts of the template selected or some sections are incomplete.	Missing significant sections or information.	

Quality (25%)	Information is of outstanding quality (recent, useful, relevant).	Information is of good quality (recent, useful, relevant).	Information is of adequate quality (somewhat dated, occasionally not useful or relevant).	Information is of poor quality (dated, not useful or relevant).	
Coherent, clear, persuasive (25%)	Writing is clear, compelling and with no spelling or grammar errors.	Writing is straightforward, understandable and avoids most grammar or spelling errors.	Writing has significant problems.	Writing quality is poor, difficult to read.	
Analysis (25%)	SWOT analysis is exceptional, and clearly details the company or brand's paramount issues	SWOT analysis is good, identified company or brand's important issues.	SWOT analysis is fair, identifies straightforward issues.	SWOT analysis is poor, issues identified seem unrelated to the rest of the SMSP.	

## 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.

University counseling services and mental health services:

**\*\*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 to 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 that 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.

#### Getting Help:

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto: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 <http://www.counseling.ufl.edu/cwc/Default.aspx>  
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 visit

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

#### Course Evaluation:

Students in this class are participating in a new course evaluation system called GatorEvals. The new evaluation system is designed to be more informative to instructors so that teaching effectiveness is enhanced and to be more seamlessly linked to UF's Canvas e-learning management system. Students can complete their evaluations through the email they receive from GatorEvals, or in their Canvas course menu under GatorEvals.

#### 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 Spring 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.

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## Weekly Course Work and Schedule Spring 2019

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### **WEEK ONE:** Course introduction

#### Social Media: An art and a science

- How social media is changing advertising and communication planning
- How social media has evolved
- Bridging science and practice

Read/View

Text Chapter 1

<https://www.businessnewsdaily.com/7832-social-media-for-business.html>

<https://www.websolutions.com/blog/which-social-media-channels-should-your-business-be-using/>

<https://www.businessnewsdaily.com/7832-social-media-for-business.html>

<https://digitalmarketinginstitute.com/en-us/blog/2017-11-30-which-social-media-platforms-should-you-use-for-your-business>

#### Discussion topic

1. Which social media channels do you use personally? Please explain how long you have been on each platform and WHY you use each.
2. Do you use/manage social channels for a business? If so, please explain how long you have used each and WHY you use each.

Read, watch lecture: Tuesday by 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET. Post to your social channels using the tag @UFCJOnline .

Respond to at least two classmates: Saturday by 11PM ET

Brand selected for Social Media Plan to be posted in Canvas by Saturday at 11pm EST.

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### **WEEK TWO:**

#### Social Media and the Integrated Marketing Communication Plan-An Overview

- Traditional vs Social Media CRM

Read/View

## Text Chapter 2

<http://multimediamarketing.com/mkc/marketingcommunications/> (Be sure to watch the Ted talk embedded on the page.)

<https://learn.g2crowd.com/integrated-marketing-communications>

<http://home.mch.co.uk/importance-integrated-marketing-communications.shtml>

<http://charltonmarketing.com/how-to-write-a-situation-analysis-the-first-step-of-a-marketing-plan/>

<https://www.thebalancesmb.com/purpose-and-elements-of-a-situational-analysis-2295754>

What is Marketing?

<https://www.youtube.com/watch?v=EnbHtOAtqRU>

What is Marketing II? (Classic Steve Jobs!)

<https://www.youtube.com/watch?v=kshIWlc15yg>

Discussion Topic

Read The Differences Between Traditional CRM and Social CRM located here:

<http://oursocialtimes.com/traditional-crm-vs-social-crm-infographic/>

The article and infographic raises a number of differences between traditional marketing and Social Media marketing. Choose two of these differences and explain how these differences could impact a brand. Then, please comment on the responses of at least two classmates. In expressing your own opinion, do so critically (i.e., finding both commonalities and differences) but also respectfully and thoughtfully.

Canvas Homework:

As the first step in creating your semester long project, writing a social media strategic plan, using the points from the Charlton Marketing reading, develop (bullet points are fine) a situation analysis for your selected brand.

This article provides a great overview of your semester long plan development:

<https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>

Some points for the SA:

- For this assignment, only use #'s 1, 2, 3, 6, 8,14.
  - This version of an SA can be considered 'SA Light'. In later courses you may develop a more robust version of the SA.
  - #'s 11 through 13 will be addressed during Week 8 when we look at the Target Audience
  - For #2, an overview of financials will be fine. See this example for Starbucks <https://investor.starbucks.com/press-releases/financial-releases/press-release-details/2018/Starbucks-Reports-Record-Q3-Fiscal-2018-Revenues-and-EPS/default.aspx>

- For this purpose, a summary of the bullet-points included in the release will be fine.

Read, watch lecture by Tuesday 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET. Post to your social channels using the tag @UFCJOnline

Respond to at least two classmates: Saturday by 11PM ET.

Homework due Sunday night by 11pm EST.

Enroll in HootSuite Academy for Platform Certification and send confirmation of registration to Prof. Hughes at [rjhughes@jou.ufl.edu](mailto:rjhughes@jou.ufl.edu) by Sunday at 11pm EST.

### **WEEK THREE:**

Branding and Social Media

Read:

[Social Media Branding Strategies](#)

<http://www.clickz.com/clickz/column/2323003/7-things-to-include-in-your-brand-s-social-media-strategy>

<https://sproutsocial.com/insights/social-media-branding/>

[HBR: Branding in the Age of Social Media](#)

[What customers expect from brands on social media](#)

<https://www.marcodegroen.com/why-do-all-digital-consumers-follow-brands-on-social-media/>

<https://www.skyword.com/contentstandard/marketing/10-brands-that-have-perfected-their-social-media-marketing-voice/>

Watch “Building a Brand Through Social Media” located here:

<https://www.entrepreneur.com/video/311621>

Discussion topic

Read “Building Brands Without Mass Media” from the 1997(!) Harvard Business Review located here:

<https://hbr.org/1997/01/building-brands-without-mass-media>

Choose one of the brands profiled in this study. Using the web, how does that brand use social media today? What social media channels do they use? How would you, as a brand manager for that product, use social media in today’s world to meet the marketing objectives for that brand? How

would your plan differ from the plan described for the brand described in the article and what do you think the impact would be today?

#### Homework

The next section of the semester long plan development will be for you to identify and describe your chosen brand's voice that will be used in social media. As an example, look to Wendy's social media brand voice, one I consider 'best in class'.

To aid in this, Read these articles on brand voice:

<https://contentmarketinginstitute.com/2018/04/find-brand-voice/>

<https://pepperlandmarketing.com/blog/brand-voice-worksheet/>

Read, watch lecture Tuesday by 11 PM ET.

Homework: by Sunday, 11pm EST.

Discussion assignment posted: Thursday by 11PM ET. Post to your social channels using the tag @UFCJOnline

Respond to at least two classmates: Saturday by 11PM ET

#### **WEEK FOUR:**

Industry Roles

Digital Marketing

Read/View

Text Ch 4

How to get your ideas to spread with Seth Godin (video)

<https://www.youtube.com/watch?v=xBIVIM435Zg>

<https://blog.hubspot.com/marketing/what-is-digital-marketing>

<https://www.forbes.com/sites/jaysondemers/2018/05/04/7-hard-truths-about-social-media-marketing/-651f7c984587>

<https://www.smartinsights.com/digital-marketing-strategy/digital-strategy-development/10-reasons-for-digital-marketing-strategy/>

<https://www.lyfemarketing.com/blog/how-digital-marketing-works/>

Discussion topic

Read this article on Coca Cola and Content Marketing located here:

<http://bookmarkcontent.com/blog/coca-cola-quit-content-marketing-journey/>

The author of the article states "... this statement that goes to the heart of my reasoning that these efforts (i.e. social media) produce little in the way of a justifiable return."  
Refute the author's statement.

Read, watch lecture Tuesday by 11 PM ET.

No homework this week

Discussion assignment posted: Thursday by 11PM ET. Post to your social channels using the tag @UFCJOnline

Post response to lecture question: Thursday by 11PM EST.

Respond to at least two classmates: Saturday by 11PM ET

### **WEEK FIVE:**

Strategic Social Media Research

Read/View

Text Ch 5

<https://www.convinceandconvert.com/social-media-measurement/6-unexpected-trends-in-2018-social-media-research/>

Introduction and Part 1 of this report:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/387591/use-of-social-media-for-research-and-analysis.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/387591/use-of-social-media-for-research-and-analysis.pdf)

[http://resourcecentre.foodrisc.org/social-media-research\\_35.html](http://resourcecentre.foodrisc.org/social-media-research_35.html)

The impact of 'fake news' and social media:

<https://web.stanford.edu/~gentzkow/research/fake-news-trends.pdf>

<https://www.socialmediatoday.com/news/research-suggests-that-facebooks-efforts-to-halt-the-spread-of-fake-news-a/540159/>

Read, watch lecture, complete homework: Tuesday by 11 PM ET.

No Discussion assignment this week.

Homework:

There is an 8 part (most are short) video series on YouTube from the Small Business Administration about creating a SWOT analysis. Find it at:

[SBA SWOT instructional videos](#)

Please prepare a SWOT analysis for your selected semester long plan brand. This will be a section of the situation analysis when the plan elements are consolidated into the final plan due in Week 15.

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### **WEEK SIX:**

Strategic Planning for Social Media

Read/View

Text Ch 6

<https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>

<https://www.smartinsights.com/social-media-marketing/social-media-strategy/creating-social-media-content-strategy-plan/> (Be sure to check out some of the links in this article!)

<https://www.entrepreneur.com/article/293321>

<https://www.youtube.com/watch?v=FuQW6dFZZkw>

Homework

This week you will develop the goals for your social media strategic plan.

Read:

<https://sproutsocial.com/insights/social-media-goals/> and

<https://blog.hootsuite.com/smart-social-media-goals/>

Using the information in these articles and your research, please develop SMART goals for your semester social strategic plan.

Read, watch lecture, complete homework: Tuesday by 11 PM ET.

No discussion post this week.

### **WEEK SEVEN:**

Strategic Content Creation

- Creation versus Curation
- The Consumer is in Control

Readings

Text Ch 9

Harvard Business Review PDF on Canvas page.

<https://sproutsocial.com/insights/social-media-content-strategy/>

<https://smartbirdsocial.net/creating-social-media-content/>

<https://blog.bufferapp.com/social-media-management-tools>

<https://www.clickz.com/meekers-internet-trends-report-how-social-media-affects-customer-support/111562/>

<http://techgenix.com/ai-customer-service/>

<https://www.vizioninteractive.com/blog/wendys-social-media-guide-branding-voice-building-team/>

#### Discussion topic

Identify 3 videos on YouTube that include mentions of a single brand. These videos should include at least one corporate piece but the others may be user-generated. View the videos and read the accompanying comments; then conduct a content analysis of the material you find. What insights are you able to glean? Please include the URL's for the three YouTube videos you used in your Content Analysis.

To aid you, read and view these sites:

<http://www.socialmediaexaminer.com/social-media-audit/>

<http://www.youtube.com/watch?v=HUKPf00Z1Ms>

#### Homework

This week you will develop SMART objectives for your social media strategic plan.

Read:

<https://www.socialtools.me/blog/en/smart-approach-social-media-objectives/>

<https://www.socialmediatoday.com/content/25-smart-social-media-objectives>

Using the information in these articles and your research, please develop SMART objectives for your semester-long social strategic plan.

Read, watch lecture: Tuesday by 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET. Post to your social channels using the tag @UFCJOnline

Respond to at least two classmates: Saturday by 11PM ET

Homework posted: Sunday by 11pm EST.

#### **WEEK EIGHT:**

Audience Segmentation and the Target Audience

Read/View

Text Ch 8

Content Intelligence epub attached to Canvas page

[Research and Locate Your Audience on Social Media](#)

[How Social Media is Changing the World](#)

Homework

This week you will identify the target audience for your social media strategic plan.

Read:

<https://sproutsocial.com/insights/new-social-media-demographics/>

<https://sproutsocial.com/insights/social-media-statistics/>

Using the information in these articles and your research, please identify the target audience for your semester-long social strategic plan.

Read, watch lecture: Tuesday by 11 PM ET.

No discussion posts this week.

Homework due: Sunday 11pm ET.

### **WEEK NINE:**

Creating, Managing and Curating Content

- Alignment of Content
- Types of Content and Media
- Tools to Create Content
- Curating Content

Read

Text Ch 9

<https://sproutsocial.com/insights/social-media-content-strategy/>

Discussion Topic

Read "Social Media and Society: the Good, the Bad, and the Ugly" located at:

<http://www.seochat.com/c/a/social/social-media-and-society-the-good-the-bad-and-the-ugly/>

Of the three points raised by the author, which, as a marketer/communicator, do you tend to agree with? Explain why. Is social media good, bad, or ugly in today's society? Explain your reasoning for your answer. What impact would that have on a brand?

Read, watch lecture: Tuesday by 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET. Post to your social channels using the tag @UFCJOnline

No homework this week.

Respond to at least two classmates: Saturday by 11PM ET

### **WEEK TEN:**

Measuring, Evaluation, Budgeting

- Creating a Content Calendar
- ROI and other Social Media Outcomes

Reading  
Text Ch. 10

Articles:

[Where's the ROI on social media marketing?](#)

Please see the Canvas Week 10 page for two Oracle PDF's on Social Media ROI

[Measure Social Media ROI](#)

[Delightfully Short Guide to Social Media ROI](#)

Also please see the Sprout Social 2018 report on social media ROI attached to the Canvas page.

Discussion topic

You are the Brand Manager for Coke Zero. Your Vice President does not believe that you can provide an ROI for the social media spending level you are budgeting for Coke Zero. She would prefer you reallocate funds putting more in TV advertising. Please prepare a memo to her refuting her belief. Please include references cited as an appendix for your memo.

Read, watch lecture: Tuesday by 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET. Post to your social channels using the tag @UFCJOnline

No homework this week.

Respond to at least two classmates: Saturday by 11PM ET

### **WEEK ELEVEN:**

How Social Media is Applied (part 1):

- Entertainment
- Crisis Communication

- Journalism
- Sports

Read/View  
Text Ch 11

<https://www.wayup.com/guide/day-life-social-media-manager-look-like/>

<https://socialnomics.net/2017/04/28/how-social-media-has-changed-the-entertainment-experience/>

<https://socialmediaweek.org/blog/2016/09/social-media-transformed-entertainment-marketing/>

<https://prsay.prsa.org/2017/03/09/crisis-communications-social-media-when-it-hits-the-fan/>

<https://www.prnewsonline.com/water-cooler/how-to-integrate-social-media-into-your-crisis-plan>

<http://www.bizcommunity.com/Article/196/669/176843.html>

<https://www.scu.edu/illuminate/thought-leaders/kurt-wagner-12/three-major-ways-social-media-is-changing-journalism.html>

<https://nismonline.org/how-social-media-has-changed-the-world-of-sports-journalism/>

<http://www.netimperative.com/2017/11/growing-impact-social-media-sports/>

<https://www.workinsports.com/blog/sports-jobs-in-focus-becoming-a-sports-social-media-coordinator/>

Homework:

This week you will develop a social media communication audit for your selected brand. This is a key component of your social media strategic plan you are building.

These sites offer guidance in this work:

<https://www.bigcommerce.com/ecommerce-answers/what-is-a-social-media-audit-how-to-do-it/>

<https://www.axiapr.com/blog/8-easy-steps-to-perform-a-social-media-audit>

<http://blogs.brighton.ac.uk/timhanstock/2017/12/01/9-steps-to-conduct-a-social-media-marketing-audit-to-benefit-any-type-of-business/>

Read, watch lecture: Tuesday by 11 PM ET.

Homework assignment posted: Sunday by 11PM ET.

## **WEEK 12:**

How Social Media is Applied (part 2)

- Social Care
- Non-profits
- Health Care
- Politics

Read/View

Text Ch 12

<https://www.forbes.com/sites/shephyken/2017/04/22/social-customer-care-is-the-new-marketing/-ed0241c196c6>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/>

<https://sproutsocial.com/insights/nonprofit-social-media-guide/>

<https://donorbox.org/nonprofit-blog/7-nonprofit-social-media-trends-taking-over-2018/>

<https://www.forbes.com/sites/andrewarnold/2018/06/05/can-social-media-have-a-positive-impact-on-global-healthcare/-6ad21e7818a0>

<https://sma.org/social-media-healthcare-by-the-numbers/>

<https://www.pbs.org/video/impact-social-media-politics-ccqy8o/>

<http://www.pewinternet.org/2018/07/11/public-attitudes-toward-political-engagement-on-social-media/>

No homework or discussion posts this week.

### **WEEK 13:**

How Social Media is Applied (part 3)

- Public Relations
- International Planning
- Employee/Employer Issues

Read/View

<https://www.inc.com/john-boitnott/bhow-social-media-is-now-your-primary-public-rel.html>

<https://www.entrepreneur.com/video/296695>

<https://marketingdailyadvisor.blr.com/trends/5-trends-global-marketing-2018/>

The Complete Guide to Global Social Media Marketing (epub on Canvas page.)

Terrific Examples of Company Social Media Policies

<https://www.hracity.com/blog/when-you-dont-like-what-your-employees-are-posting-on-social-media>

[A Sample Social Media Policy](#) (for your use in your professional life)

#### Discussion

You are the social media manager for a Fortune 500 company. You are seeing posts from your employees on various social media platforms.

1. How should you, as a leader, deal with employee advocacy for your company on social platforms?
2. How should you deal with employees making critical posts about your company on social media?

Read, watch lecture: Tuesday by 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET. Post to your social channels using the tag @UFCJOnline

No homework this week.

Respond to at least two classmates: Saturday by 11PM ET

#### **WEEK 14:**

Aligning the Social Media Strategic Plan with Organization Goals

#### Readings

<https://www.smartinsights.com/social-media-marketing/social-media-strategy/social-media-marketing-planning-alignment-channels/>

<https://sproutsocial.com/insights/social-media-and-business/>

[http://online.wsj.com/public/resources/documents/sac\\_report\\_11\\_socialmedia\\_061114.pdf](http://online.wsj.com/public/resources/documents/sac_report_11_socialmedia_061114.pdf)

<http://www.inc.com/jayson-demers/7-social-media-myths-that-cripple-marketing-campaigns.html>

<https://marketingland.com/align-marketing-org-2018-intelligent-integrated-marketing-campaigns-229614>

#### Discussion topic

Bain and Company has written a white paper on putting Social Media to work located here: <http://www.bain.com/publications/articles/putting-social-media-to-work.aspx>

In this Bain study, the authors share five key principles in developing a successful social media business approach. Chose two of those principles and share an example of how your chosen semester long plan brand has made use of them in their branding efforts. In your discussion, please address who your brand is targeting with the effort, the channels (sites like Facebook or Twitter), and why you think that channel was chosen.

Read, watch lecture: Tuesday by 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET. Post to your social channels using the tag @UFCJOnline

Respond to at least two classmates: Saturday by 11PM ET

#### Homework

Review your previous elements of a social media strategic plan you have developed over the semester. Using the outline on page 115 of the text, compile each section into a rough draft of your social media strategic plan. NOTE: THE ROUGH DRAFT WILL BE DUE THURSDAY, APRIL 18 AT 11PM EST.

NOTE: THE FOLLOWING SECTIONS FROM PAGE 115 WILL NOT BE A PART OF THIS ASSIGNMENT:

- Vision and Mission
- Environmental Scan Analysis
- Client or Company in Focus
- Budget
- Calendar

Hootsuite Academy must be completed by the end of this week. Please email your certificate to Bob by Sunday night at 11pm EST.

#### **WEEK 15:**

Social Media and Brand You

The Importance of Brand You in a Digital World

Read

Text Ch 3

The Tom Peters article that started Brand You in 1997 located here:

<http://www.fastcompany.com/28905/brand-called-you>

<http://www.youtube.com/watch?v=qeHtvuTcy70> Ted Talk; Building a Personal Brand

[Using Social Media to Build Your Personal Brand](#)

[The Ultimate Guide to Personal Branding](#)

<http://www.wsj.com/articles/ignoring-linkedin-is-hurting-your-career-1460482905> Ignoring LinkedIn is Hurting Your Career

Discussion topic

Read Forbes article on Brand You located here:

<http://www.forbes.com/sites/glennllopis/2013/04/08/personal-branding-is-a-leadership-requirement-not-a-self-promotion-campaign/>

Discuss whether or not you agree with the premise of the article: "Personal Branding is a Leadership Requirement, not self promotion." Explain why you feel as you do. What channels should one use in building a strong online Brand You? What type of information should be shared on those channels to build an online Brand You?

Homework

Refine your rough draft into the final plan. NOTE: THE FINAL PLAN WILL BE DUE THURSDAY, APRIL 25 AT 11PM EST.

Read, watch lecture by Tuesday 11 PM ET.

Discussion assignment posted: Thursday by 11PM ET. Post to your social channels using the tag @UFCJOnline

Respond to at least two classmates: Saturday by 11PM ET

#### **WEEK 16:**

- What social media means to communications in the future.
- Class Wrap-up

Read/View

Text Ch 13

[https://www.ted.com/talks/bryan\\_kramer\\_why\\_social\\_media\\_is\\_reimagining\\_our\\_future](https://www.ted.com/talks/bryan_kramer_why_social_media_is_reimagining_our_future)

<https://blog.bufferapp.com/social-media-trends-2018>

<https://www.socialreport.com/insights/article/115005500563-3-Predictions-On-The-Future-of-Social-Media-by-Experts>

<https://blog.hootsuite.com/social-media-2020/>

Homework

Create a PowerPoint presentation version of your brand's social media strategic plan. Develop your presentation as if you will be presenting your plan to the leadership team of your chosen company. Please include speaker notes. (Note: this is NOT a live in-class assignment; you will simply create the PPT and post it in the Assignments tab.) Please post by Tuesday, April 30 at 11pm EST.

**Sunday: give big sigh of relief.**

