# MMC 6730 - SOCIAL MEDIA MANAGEMENT
SPRING SEMESTER 2019
3 CREDIT HOURS

## INSTRUCTOR

**Jared Preusz**
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**Cell: 801-828-6462**

### 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 cell phone number listed above.

### Office Hours
Tuesdays @ 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 13 News in Salt Lake City, Young Living Essential Oils, and *Utah Business* magazine. He has taught MMC 6730 at the University of Florida since 2015.

## COURSE WEBSITE & LOGIN

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

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

## Zoom

Here is the link to our course meeting room on Zoom - https://ufl.zoom.us/j/3330940125. This room will be used for office hours. Our live lectures in the course will also happen on Zoom, but the links for each weekly live lecture will be different. A full schedule of Live Lectures is included in the course on Canvas.

# THIS COURSE

## Course Layout

Each week, you will participate in a Live Lecture with the instructor, complete a set of readings and/or videos, work on a discussion post, and work on Weekly Projects. You will also have a Semester Project (Hubspot Social Media Certification) that you will need to complete by Week 10 and a Final Project during Week 16 in the course. These tasks can be found on each weekly module in Canvas.

## 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, social media listening and monitoring, 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.

## 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 the major social media platforms, including Facebook, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat
- Evaluate which social media platforms are the most effective for a selected brand
- Manage a paid social media budget and allocate funds for all social media management operations, including content, design, and a variety of other functions
- Assess the critical issues social media managers face and how to handle crises

## Course Deliverables

This course will be 16 weeks and will consist of the following deliverables:

- Weekly Live Lectures
- Weekly Readings and Videos
- Weekly Discussion Posts
- Weekly Projects
- A Semester Project
- A Final Project

# COURSE EXPECTATIONS

This course will give you a real-world experience of the job of a social media manager. You will manage social media for a real client. You will also work on the Hubspot social media certification. In addition, you will also complete several assignments that will be actual social media manager tasks, including a social media strategy, content strategy, social media posts, social media ads, and social media reports.

For your Final Project in this course, you will create a strategic, big idea social media campaign for your client. You will present your campaign to the instructor during Week 16, the final week of the course.

## Attendance

Attendance at weekly live lectures is highly encouraged, but not required. You will be graded on your attendance, however, so it is highly encouraged that you do all you can to attend the live lectures. All live lectures will be recorded in case you can't attend. **If you can't attend the Live Lecture, you will be required to submit a 300-500 word write-up on the lecture.** More details on this are provided in the "Assignments" section in this syllabus. You are also expected to log into the course at least once per weekday (Monday - Friday) during the week to assess course materials and complete assignments.

## Interactions

All students in this course are expected to interact weekly with their classmates on the course Facebook group and with the instructor via the live lectures (Mondays at 7 p.m. EST). Students are also encouraged to email the instructor with any questions or concerns they may have during the course.

## Accountability

In this course, you are expected to complete your work on time and participate in the live lectures and in the course Facebook group in a professional manner, while respecting the instructor and fellow students. These discussions are not limited to the Canvas shell, but all platforms that require coursework.

## Ownership Education

As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates.

# REQUIRED TEXTS

Freberg, Karen (2019). *Social Media for Strategic Communication: Creative Strategies and Research-Based Applications*. Sage Publishing. ISBN: 978-1-5063-8710-9

Freberg, Karen (2019). *Portfolio Building Activities in Social Media: Exercises In Strategic Communication*. Sage Publishing. ISBN: 978-1544338255

***You can buy both of these books as a bundle and save here****.*

# 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

We will have a live lecture every Monday at 7 p.m. EST. These lectures will all be hosted in our Zoom classroom. See the full schedule of live lectures on the Live Lecture Schedule on the homepage of our Canvas course, including links to the Zoom sessions for each week.

If you are not able to attend a live lecture, you will be required to write a 300 to 500-word write-up explaining what you learned from watching the lecture and how you will apply what you learned into your professional life and in your assignments during the week. You will need to submit these write-ups in Canvas in the "Live Lecture Attendance" area under "Assignments". If you attended the live lecture, you do not need to do a write-up and will automatically receive an attendance grade for attending.

You are also expected to log into the course on Canvas Monday - Friday to work on course assignments and materials.

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

## Late Work & Makeup 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. The student may email .zip files or even links to Dropbox folders to the 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 email your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF help desk at (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. Email your academic advisor and put "dropping a course" in the subject line. Your academic advisor will reply with the necessary procedures.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

## Coursework Submissions

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

## Deadlines

This class, like others, involves many deadlines. Here are your weekly deadlines:

- Live Lectures                          7 PM EST Mondays
- Live Lecture Reactions/Write-ups       11:59 PM EST Wednesdays
- Weekly Blog Post                       11:59 PM EST Thursdays the week assigned
- Weekly Projects                        11:59 PM EST Sundays the week assigned
- Midterm Project                        11:59 PM EST Sunday the week assigned
- Final Project                          11:59 PM EST Sunday the week assigned

## Grading

Your work will be evaluated according to the following distribution:

- Live Lecture Attendance/Reactions   20%
- Weekly Blog Posts                   20%
- Weekly Projects                     25%
- Semester Project                    15%
- Final Project                       20%

Your final grade will be rewarded as follows.

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

| D- | < 63.5% | to | 59.5% |
| E | < 59.5% | to | 0% |

# UNIVERSITY POLICIES

## University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

## Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

## Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of the class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as an 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 distancesuppport@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 https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/ .

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:

The Honor Pledge: *We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student Honor Code. 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 14 misrepresentations of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

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

Students are expected to adhere to the University of Florida Code of Conduct
https://www.dso.ufl.edu/%20sccr/process/student-conduct-honor-code

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

# COURSE & ASSIGNMENT DETAILS

## Weekly Lectures

There will be weekly Live Lectures in this course. The Live Lectures will give you the chance to ask questions directly to the instructor and interact with your peers. You will also have the opportunity to present live to the class during these Live Lectures, which will help to make it an interactive experience.

If you can't participate in the Live Lectures, there will be the opportunity to catch up by watching recordings. **If you are not able to attend a live lecture, you will be required to write a 300 to 500-word write-up explaining what you learned from watching the lecture and how you will apply what you learned into your professional life and in your assignments during the week.**

The Live Lecture Schedule is available via your Canvas Classroom on the homepage.

## 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 doing a blog post and a project each week.

## Weekly Blog Posts

This semester, instead of doing weekly discussion posts, all students will be required to create a blog on Medium and write at least one blog post per week. If you already have a blog on Medium or on another platform, you are able to use that as long as it still meets the requirements of the assignment.

Writing a blog and being heavily involved in creating engaging content is a necessary component of becoming a successful social media manager and it can help you to build a powerful personal social media manager brand.

Each week, you will be required to write one blog post focusing on the social media topic or trend we are discussing in the class that week. You will need to apply what you learned in the lecture and in the readings into your blog posts. You are highly encouraged to use your readings as a reference by hyperlinking each source when you use it in each of your weekly blog posts.

You will need to have _**at least**_ 300-500 words per blog post. Please note that some of these blog posts will have a specific set of instructions, while others will be freeform. Each weekly blog post must be posted by Thursday at 11:59 p.m. EST. A link to your blog post must be submitted for each of your weekly blog post submissions in Canvas.

# Weekly Blog Posts Rubric

**Blog Assignment Rubric**

| Criteria | Ratings | | | | | Pts |
|---|---|---|---|---|---|---|
| Content and Creativity (30 points) | **30 pts Exceptional** Post provides comprehensive understanding, insights, commentary, and focuses on bringing forth new questions, new ideas, and sparks conversation to extend the discussion in the community. Provides extensive list of resources and evidence. | **27 pts Proficient** Post provides moderate insight and understanding with integration of creativity interwoven into commentary. Provides moderate evidence and research. | **23 pts Satisfactory** Post provides minimal insights and understanding on topic. Little reflection and creativity present. Provides minimal research and evidence. | **15 pts Unsatisfactory** Post shows no evidence, research, or additional insights to the topic being discussed. No reflective thoguht about the topic. | **0 pts No Marks** The post was either not submitted or shows a complete lack of content and/or creativity. | 30 pts |
| Voice of Author (10 points) | **10 pts Exceptional** Voice is strongly presented throughout the post and done in a professional and integrated manner. Author is very careful in selecting appropriate words to fit commentary and subject. Post comes alive with voice and POV is strongly present. | **8 pts Proficient** Voice is present and appropriate for audience. Personality is showcased in some parts but not all and the author attempts to bridge commentary with information. POV is integrated somewhat in the post. | **7 pts Satisfactory** Voice is somewhat present, but does not truly take the audience into consderation. POV of author is slightly present but hard to look for. Voice is there, but difficult to separate. Not consistent with present image and branding of blog. | **5 pts Unsatisfactory** Post does not reflect awareness, understanding, or consideration for the audience. Author's POV is not present. Not able to detect author's voice or personality in post. Words are not carefully selected or considered. | **0 pts No Marks** Posts was either not submitted or shows a complete lack of voice. | 10 pts |
| Graphics and Visuals (10 points) | **10 pts Exceptional** Selects and inserts high quality graphics with captions and hyperlinks to the sources. Acknowledges all sources of content. Creates own infographics and/or graphics. | **8 pts Proficient** Inserts graphics and multimedia of high quality, infographics. Has captions for sources. | **7 pts Satisfactory** Inserts graphics and multimedia, but they are not of high quality. Has some captions, but no hyperlinks and not for all sources. | **5 pts Unsatisfactory** Does not insert any images or graphics, images may not be appearing correctly, does not acknowledge source or provide a caption. | **0 pts No Marks** Post was either not submitted or shows a complete lack of effort regarding graphics and visuals. | 10 pts |
| Citations/Hyperlinks (10 points) | **10 pts Exceptional** Extensive amount of citations and hyperlinks to relevant articles, reports, and resources on the subject. Provides an extensive amount of reading posts for readers. | **8 pts Proficient** Moderate amount of citations and hyperlinks. Provides a reading list for more resources. | **7 pts Satisfactory** Minimal amount of citations and hyperlinks required. | **5 pts Unsatisfactory** Only one or two citations or hyperlinks are provided. | **0 pts No Marks** No citations or hyperlinks. | 10 pts |
| Quality of Writing (20 points) | **20 pts Exceptional** This grade is for work of clearly professional quality (publishable or broadcast ready). The writing is clear and well-organized; presentation and nearly flawless writing. | **18 pts Proficient** Writing is grammatically correct but may lack the sparkle and fine organization of "A" work. The work is turned in by the deadline with little or no prompting and needs only minor revisions in such areas as organizing, rewriting, reformatting, or providing more or better sources. "B" work doesn't necessarily have any errors, but it could be better, often with a stronger topic or subject, a more artistic presentation, better information, or improved writing. | **15 pts Satisfactory** This grade is for work that indicates a problem in at least one area, such as grammar, diplomacy, or strategy. It does not measureup to professional quality but could be saved by revision. Work is incomplete by deadline and/or needs more minor revison. These messages have weak ideas, concepts, or presentation. | **10 pts Unsatisfactory** This writing is confused and/or ungrammatical. The reporting is flawed and may contain major factual errors and/or omissions or may show little concept of basic strategic judgment. Work may miss the deadline. | **0 pts No Marks** The content lacks in quality and shows little to no effort. | 20 pts |
| Grammar and Spelling (20 points) | **20 pts Exceptional** No grammar or spelling errors. Strong writing that helps facilitate strong communication and dialogue. | **18 pts Proficient** Writing is relatively grammar-spelling error free, but may have some punctuation issues. | **15 pts Satisfactory** Minimal grammar and spelling errors. Style is more conversational and may distract from the reader. | **10 pts Unsatisfactory** Many grammatical and spelling errors, punctuation errors, and text message lingo. Style does not facilitate professionalism or effective communication. | **0 pts No Marks** Too many grammar and spelling errors to count and shows complete lack of effort for grammar and spelling. | 20 pts |

Total Points: 100

## 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 with supplemental articles, conversations, and videos 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

During 14 of the 16 weeks of the semester, you will be required to submit weekly projects that will challenge you to apply the skills you learn in social media management. You are encouraged to share your assignments on our class Facebook group and ask for feedback. Complete details on each of the assignments below can be found in the course on Canvas.

Week 1 Project - Facebook Live Video in the Course Facebook Group

Week 2 Project - Personal Branding and Networking Framework Assignment

Week 3 Project - Industry Position Analysis & Networking & Outreach Assignment

Week 4 Project - Social Media Listening Assignment

Week 5 Project - Social Media Event Planning Content Game Plan Assignment

Week 6 Project - Community Copywriting Assignment

Week 7 Project - Audience Segmentation Audit Assignment

Week 8 Project - Content Idea Proposal Assignment

Week 9 Project - Social Media Budget Assignment

Week 10 Project - Paid Media Assignment: Facebook And Instagram

Week 11 Project - Social Media Crisis Communication Message Mapping Assignment

Week 12 Project - Social Media and Nonprofit Assignments and Exercises

Week 13 - Entrepreneurship Social Media Assignment

Week 14 Project - Lead Generation Funnel Map

Week 15 Project - Future Trends Pitch Assignment

# Weekly Projects Rubric

| Criteria | Ratings | | | | | Pts |
|---|---|---|---|---|---|---|
| Content (30%) | 30.0 pts Includes all components of assignment and provides adequate context for support. | 24.0 pts Includes all components of assignment but only offers some points of context for support. | 18.0 pts Includes most components of assignment and only offers some points of context for support. | 12.0 pts Includes most components of assignment but does not provide any context for support. | 0.0 pts Missing components of assignment and does not provide any context for support. | 30.0 pts |
| Insights (30%) | 30.0 pts Insights, observations, and/or recommendations are compelling and well thought out | 24.0 pts Insights, observations, and/or recommendations are somewhat compelling and well thought out. | 18.0 pts Insights, observations, and/or recommendations are obvious but not compelling or fully thought through. | 12.0 pts Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity. | 0.0 pts Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and understanding. | 30.0 pts |
| Length (20%) | 20.0 pts Meets length requirements and effectively communicates ideas within specified range. | 16.0 pts Meets length requirement but exceeds word count. Excess words do not take away from effectiveness of assignment. | 12.0 pts Meets length requirement but exceeds word count so that content is not easily digestible. | 8.0 pts Meets length requirement but exceeds word count in a way that detracts assignment effectiveness | 0.0 pts Does not meet minimum length. | 20.0 pts |
| Mechanical (20%) | 20.0 pts Free of all grammar/spelling errors. | 16.0 pts Free of most grammar/spelling errors. There may be a word or two misspelled. | 12.0 pts Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility. | 8.0 pts Several grammatical errors are made throughout the assignment. | 0.0 pts Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility. | 20.0 pts |
| | | | | | Total Points: 100.0 | |

## Semester Project - Hubspot Social Media Certification

For your Semester Project, you will take the Hubspot Social Media Certification exam. You will prepare for this exam by completing the training modules during Weeks 1-10 in the course. You will need to take the exam by the end of Week 10. You will need to take a screenshot of your score and submit that screenshot as your submission for your Midterm Project.

***Note: You will not be officially certified for the Hubspot Social Media Certification unless you receive at least 80% on the certification exam.***

The rubric below explains how you will be graded on your Midterm Project based on your performance on the Hubspot Certification Exam:

| Scoring | Criteria |
|---|---|
| 100 points | The score was 80% or more on the exam. |
| 90 points | The score was 70-79% on the exam. |
| 80 points | The score was 60-69% on the exam. |
| 70 points | The score was 50-59% on the exam. |
| 0 points | There was no exam submission. |

# Final Project - Social Media Campaign Pitch 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" and then the name of your client.
- **Agenda Slide**: Include a bulleted list of the key components you 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 a 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:** 5-7 minutes (Do not go over 7 minutes OR you WILL be docked points).

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

# Final Project Rubric

| Final Project: Social Media Plan and Big Campaign Idea Presentation Rubric | | | | | ✎ Q 🗑 |
|---|---|---|---|---|---|
| **Criteria** | **Ratings** | | | | **Pts** |

| Content | 30.0 pts<br>Consists of creative content to engage audience through superior writing and design. The content presented shows a thorough understanding of the course material. Content is easy to read and don't distract from the presentation. | 27.0 pts<br>Consists of creative content that engages the audience through creative writing and design, however, there are a few improvements to add that could make it a perfect presentation. The content presented shows a solid understanding of the course material. Content is easy to read, but at times may be too much to distract from the presentation. | 23.0 pts<br>Consists of some creative content, but at times does not attract attention of the audience. There are several improvements that need to be made. Content does not always show a full, comprehensive understanding of the material and some content may be missing. Content at times distracts from the presentation. | 15.0 pts<br>Consists mostly of content that is not creative enough to engage the audience in many parts of the presentation. Several improvements are needed. Content shows a lack of understanding of the course material in many areas of the presentation. Content often distracts from the presentation. | 0.0 pts<br>Content lacks creative content and fails to engage the audience. There are far too many improvements that need to be made. Content shows a complete lack of understanding of the course material throughout the entire presentation. Content also distracts from the presentation far too much. | 30.0 pts |
| Preparation | 30.0 pts<br>It is evident that the student has prepared for the presentation. The student shows a deep understanding of the material presented and makes transitions effortlessly. | 27.0 pts<br>The student is mostly prepared for the presentation, but some minor improvements are needed. | 23.0 pts<br>The student is prepared for the presentation, but there are several improvements that are needed. | 15.0 pts<br>The student is somewhat prepared for the presentation. Several improvements are needed and many areas may seem not practiced or are rushed. | 0.0 pts<br>The presentations shows a complete lack of preparation. | 30.0 pts |
| Poise | 20.0 pts<br>The student does not ramble, makes plenty of eye contact, and is very articulate in their delivery. | 18.0 pts<br>The student is mostly articulate and only stumbles over words once or twice during the entire presentation. | 15.0 pts<br>The student is mostly articulate, but begins to ramble at times, but it does not take away from the presentation for the most part. | 12.0 pts<br>Student rambles so much that it is noticeable enough to take away from the presentation. | 0.0 pts<br>Student rambles and repeats words and may even use many stall words such as um, and, or so. More practice on the presentation is needed to ensure a more articulate delivery. | 20.0 pts |
| Completion | 20.0 pts<br>The student shows up to present at the assigned time. The presentation is within the time limit. | 18.0 pts<br>The students shows up to present at the assigned time. The presentation is mostly within the time limit, but may be just a tad bit under or over. | 16.0 pts<br>The student is less than one minute late to the presentation. The presentation may also be under or over the time limit. | 14.0 pts<br>The student is less than one minute late to the presentation. The presentation is more than a minute under or over the time limit. | 0.0 pts<br>The student fails to show up for the presentation at the assigned time and the presentation is either not delivered or is either way under or over the time limit. | 20.0 pts |
| | | | | | Total Points: 100.0 | |

# COURSE SCHEDULE

## WEEKLY MODULE DATES

Each weekly module opens on Monday and ends on Sunday. The following is the weekly breakdown and the study focus for each week:

Week 01 - 01/7-01/13: Intro to Social Media Management
Week 02 - 01/14-1/20: Brand Management for Social Media Managers
Week 03 - 01/21-1/27: Industry Qualification and Roles
Week 04 - 01/28-02/03: Social Media Listening and Monitoring
Week 05 - 02/04-02/10: Strategic Planning for Social Media Managers
Week 06 - 02/11-02/17: Strategic Writing for Social Media Managers
Week 07 - 02/18-02/24: Audience Segmentation & Analysis
Week 08 - 02/25-03/03: Creating, Managing, & Curating Content
Week 09: 03/04-03/10: Measurement, Evaluation, Budget, and Calendar
Week 10: 03/11-03/17: Digital Advertising for Social Media Managers
Week 11: 03/18-03/24: How Social Media is Applied: Exploring Different Specializations, Part 1
Week 12: 03/25-03/31: How Social Media is Applied: Exploring Different Specializations, Part 2
Week 13: 04/01-04/07: Social Media Manager Entrepreneurship: Managing Your Own Social Media Business
Week 14: 04/08-04/14: Social Media Lead Generation
Week 15: 04/15-04-21: Essentials for Continued Social Media Success
Week 16: 04/22-04/28: Presenting Your Social Media Campaign

### Course Introduction & Syllabus Videos
● These are posted on the homepage of the Canvas course.

***Note: Each week will have a set of required readings. These are all posted within each module of Canvas. You will be expected to apply what you learn in the lecture and readings each week into your Weekly Blog Posts.***

## COURSE SCHEDULE

## Week 1 – Intro to Social Media Management

**Learning Objectives**
- Understand the history of social media management and how it has evolved into what it is today
- Learn how to use social media strategically and which platforms are essential for social media managers

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 1 module in Canvas

**Week 1 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 1 Project - Facebook Live Video in the Course Facebook Group:** Submission due Sunday @ 11:59 p.m. EST

## Week 2 – Brand Management for Social Media Managers

**Learning Objectives**
- Create and enhance personal public figure social media accounts
- Understand the importance of managing a personal brand while being a social media manager
- Become familiar with the most effective strategies for personal branding when it comes to social media management

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 2 module in Canvas

**Week 2 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 2 Project - Personal Branding and Networking Framework Assignment**: Submission due Sunday @ 11:59 p.m. EST

## Week 3 – Industry Qualifications & Roles

Learning Objectives
- Define the key social media roles a social media manager may play in the workforce
- Learn who hires social media professionals, where to work, and how to get paid as a social media manager

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 3 module in Canvas

**Week 3 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 3 Project - Industry Position Analysis & Networking & Outreach Assignment**: Submission due Sunday @ 11:59 p.m. EST

## Week 4 – Social Media Listening & Monitoring

Learning Objectives
- Listen to and monitor the discussions that are happening on social media for the organization or client you are working for
- Respond to comments both positive and negative as a professional social media community manager

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 4 module in Canvas

**Week 4 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 4 Project - Social Media Listening Assignment**: Submission due Sunday @ 11:59 p.m. EST

## Week 5 – Strategic Planning for Social Media Managers

Learning Objectives
- Identify the components of a social media strategy
- Demonstrate how to incorporate a social media strategy as a the foundation of a social media plan
- Create and implement strategies to increase your reach on social media

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 5 module in Canvas

**Week 5 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 5 Project - Social Media Event Planning Content Game Plan Assignment**: Submission due Sunday @ 11:59 p.m. EST

## Week 6 – Strategic Writing for Social Media Managers

Learning Objectives
- Identify the best practices for strategic copy that effectively engages an audience
- Write and schedule your own social media posts

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 6 module in Canvas

**Week 6 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 6 Project - Community Copywriting Assignment**: Submission due Sunday @ 11:59 p.m. EST

## Week 7 – Audience Segmentation & Analysis

Learning Objectives
- Identify your target audience and potential target audiences for your social media efforts
- Execute best practices to effectively build relationships with key influencers and your audience on multiple social media platforms

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 7 module in Canvas

**Week 7 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 7 Project - Audience Segmentation Audit Assignment**: Submission due Sunday @ 11:59 p.m. EST

## Week 8 – Creating, Managing, & Curating Content

Learning Objectives
- Become familiar with the principles of effective social media design and post production
- Design professional social media posts using free and paid tools

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 8 module in Canvas

**Week 8 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 8 Project - Content Idea Proposal Assignment**: Submission due Sunday @ 11:59 p.m. EST

## Week 9 – Measurement, Evaluation, Budget & Calendar

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
- Identify how to measure and prove the ROI of your social media efforts
- Create a budget to organize and plan the monetary expenditures of your social media efforts

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 9 module in Canvas

**Week 9 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 9 Project - Social Media Budget Assignment**: Submission due Sunday @ 11:59 p.m. EST

## Week 10 – Digital Advertising for Social Media Managers

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 media platforms available and explain how they can help improve the reach, engagement, and sales for clients and organizations on social media

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 10 module in Canvas

***No Blog Post required this week - Work on your Hubspot Social Media Certification Exam***

**Week 10 Project - Paid Media Assignment: Facebook And Instagram:** Submission due Sunday @ 11:59 p.m. EST

## Week 11 – How Social Media is Applied: Exploring Different Specializations, Part 1

Learning Objectives
- Become familiar with how social media is applied in entertainment, crisis communications, journalism, and sports
- Create social media content and plans for entertainment, crisis communications, journalism, and sports

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 11 module in Canvas

**Week 11 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 11 Project - Social Media Crisis Communication Message Mapping Assignment**: Submission due Sunday @ 11:59 p.m. EST

## Week 12 – How Social Media is Applied: Exploring Different Specializations, Part 2

Learning Objectives
- Become familiar with how social media is applied in social care, nonprofits, healthcare, and international campaigns
- Create social media content and plans for social care, nonprofits, healthcare, and international campaigns

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 12 module in Canvas

**Week 12 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 12 Project - Social Media and Nonprofit Assignments and Exercises:** Submission due Sunday @ 11:59 p.m. EST

## Week 13 – Social Media Entrepreneurship: Managing Your Own Social Media Business

Learning Objectives

- Discuss the day-to-day operations of an entrepreneurial 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
- Create an email pitch and become familiar with how to do a cold call pitch to win over clients for your social media services

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 13 module in Canvas

**Week 13 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 13 - Entrepreneurship Social Media Assignment:** Submission due Sunday @ 11:59 p.m. EST

## Week 14 – Social Media Lead Generation

Learning Objectives

- Identify multiple opportunities to generate leads and conversions via social media
- Analyze the most effective lead generation opportunities for a chosen client

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 14 module in Canvas

**Week 14 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 14 Project - Lead Generation Funnel Map**: Submission due Sunday @ 11:59 p.m. EST

## Week 15 – Essentials for Continued Social Media Success

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

**Live Lecture:** Monday @ 7 p.m. EST

**Readings:** See the Week 15 module in Canvas

**Week 15 Blog Post**: Post needs to be published on Medium and link submitted in Canvas by Thursday @ 11:59 p.m. EST

**Week 15 Project - Future Trends Pitch Assignment:** Submission due Sunday @ 11:59 p.m. EST

# Week 16 – Presenting Your Social Media Campaign

Learning Objectives

- Compile the components of your Final Project, submit your presentation slides in Canvas, and present your Final Project to the instructor via Zoom.

**Live Lecture:** Monday @ 7 p.m. EST

***No readings or blog posts required this week. Please prepare and present your social media campaign.***

**Final Project**: Submission due Sunday @ 11:59 p.m. EST