

COURSE SYLLABUS
PUR3622: Social Media Management
Section 329B – Class #20557 – Spring 2019

Class Times:	Mondays, 9:35 a.m. – 10:25 a.m. (Period 3) Wednesdays, 9:35 a.m. – 11:30 a.m. (Periods 3-4)
Class Location:	Weimer 3028
Instructor:	Natalie Asorey, nasorey@ufl.edu 2066A Weimer Hall Twitter: @natalieasorey LinkedIn: https://www.linkedin.com/in/natalieasorey
Office Hours:	Tuesdays, 10 a.m. – noon; Wednesdays, 4 p.m. – 5 p.m. Or by appointment

COURSE OVERVIEW

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

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

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

COURSE OBJECTIVES

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

- Analyze the social media landscape and its role in public relations and business;
- Apply fundamentals and best practices to social media management;
- Create and tailor social media plans – including strategy, content and KPIs – based on your target audiences and business objectives;
- Use social media platforms and professional tools, such as Hootsuite, through hands-on learning opportunities;
- Identify key performance indicators and measure the success of social media efforts;
- Examine the ethical and legal implications and potential risks of social media for brands;

- Develop and apply critical thinking, listening and professional skills through assignments that mimic industry work with clients and peers.

COLLEGE OF JOURNALISM & COMMUNICATIONS OBJECTIVES

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

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

COURSE MATERIALS

We do not have a specific textbook for this course, but we will use the below materials throughout the semester:

- Schaefer, Mark W. *The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business*. 2015. (ISBN: 0692372334)
- Qualman, Erik. *What Happens on Campus Stays on YouTube*. 2015. (ISBN: 0991183525)
- Because of the ever-changing nature of social media, required online readings will be assigned throughout the course.
- You will be asked to use social media platforms, such as Facebook, Instagram, LinkedIn and Twitter, to complete several of your assignments for this course. If you do not have

profiles already, you will be required to create profiles on most of these platforms to complete assignments.

Students must complete all readings prior to class. You should come to class ready to discuss all assigned readings and share your insights, thoughts and questions. This will count toward your class participation grade.

CLASS ATTENDANCE & PARTICIPATION

The class attendance and late policy is designed to mimic the professional environment. If you miss important meetings or are consistently late, it reflects negatively on your professionalism and commitment. The same will be applied to the classroom.

Class attendance is not required, but missing class will negatively affect your class participation grade. Attendance will be taken every class.

If you know you will be absent (i.e. due to a religious holiday or extra-curricular, school-related activity), please notify me as early as possible to coordinate make-up assignments. Please do not ask me to review material that I covered when you missed class, unless you missed class due to a serious illness. You may ask your fellow students for class notes and materials at your discretion.

Students are expected to be seated and ready for class by the time class begins. Classes will begin promptly. Being tardy will negatively affect your class participation grade.

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

SUBMITTING ASSIGNMENTS

All assignments must be “client-ready,” which means they have been proofread, reviewed and formatted so that they are ready to submit to your client – or in this case, to your instructor. You must submit all assignments on Canvas as typed PDF documents, unless otherwise specified.

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

Assignments will be completed either individually or as a group. Groups for your client social media project will be assigned for the semester.

Public relations and social media professionals are often bound by tight, important deadlines and missing these can damage their and their clients’ credibility. Please manage your time wisely. Late assignments will not be accepted.

Lost files are not an acceptable excuse for late or missing work. Remember Murphy's Law. Please back up all your files; you may choose to do so on a USB flash drive, Google Drive, iCloud, Dropbox, etc.

GRADING POLICY

Final grades will be based on the following scale:

- 90 – 100 percent A
- 87 – 89 percent B+
- 80 – 86 percent B
- 77 – 79 percent C+
- 70 – 76 percent C
- 60 – 69 percent D
- 0 – 59 percent E

Components of Your Final Grade

- **Exams (20 percent)** – You will have one midterm and one final exam this semester. Your final exam will be a take-home test and will require you to apply the lessons learned in class.
- **Personal Brand Project (20 percent)** – You will complete an individual personal brand project to improve or establish your online persona, helping prepare you for the workplace. This project is made up of four parts, which you will complete throughout the semester.
- **Group Client Social Media Project (30 percent)** – This is your final group project for the course, and as such, it is weighted heavily. You will complete several components of the plan throughout the semester and your drafts will count toward your final grade. Your team members' evaluations of your contribution and overall participation will affect your grade, too. See the breakdown below:
 - Drafts – 40%
 - Final Project – 50%
 - Peer Evaluations – 10%
- **Assignments & Social Media Digests (15 percent)** – In addition to the two class projects, you will complete in-class assignments and share social media news digests. The purpose of these assignments is to encourage you to keep up with the industry, use your critical thinking skills and share varying perspectives. More details will be provided about these assignments throughout the semester.
- **Hootsuite Platform Certification (5 percent)** – You will complete your Hootsuite Platform Certification this semester. If you're already certified, you will be given an alternative assignment.

- **Class Participation (10 percent)** – Missing class will harm your participation grade, but perfect attendance does not mean you will receive a perfect score. You must be fully present and contribute to discussions, activities and peer reviews to show your understanding of the subject and demonstrate your critical thinking skills.

How assignments will be graded

I will grade all assignments on a 100-point scale.

- 90 – 100 percent – professional and could be published as-is
- 80 – 89 percent – strong but needs minor revisions
- 70 – 79 percent – several errors; needs major revisions
- 60 – 69 percent – needs to be re-written
- 0 – 59 percent – unacceptable/missed deadline

COURSE PROFESSIONALISM

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. Students will conduct themselves in an honest, ethical and courteous manner with other students and the instructor, abiding by the UF Student Conduct & Honor Codes.

You are expected to:

- Arrive on time and remain in class for its duration unless the instructor allows for early departure.
- Not speak when another student or the instructor are speaking.
- Not use cell phones, laptops, tablets or other electronic devices, except as part of in-class assignments. All cell phones and electronic devices must be set on silent during class time.
- Not eat during class time. A break will be given between periods.
- Welcome and respect the diverse opinions of their peers and instructor.

You may be asked to leave the classroom and you may receive lower class participation grade if you repeatedly violate these guidelines.

ACADEMIC HONESTY

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

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

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

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

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

You may review the Student Conduct & Honor Codes here:
sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/.

CONTACTING ME

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

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

STUDENTS WITH DISABILITIES

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

To contact the Disability Resource Center, visit www.dso.ufl.edu/drc/ or call 352-392-8565.

ONLINE COURSE EVALUATION POLICY

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Students will be notified once evaluations are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.