



MMC6730 SOCIAL MEDIA MANAGEMENT

AUGUST 2019
3 CREDIT HOURS

INSTRUCTOR

Stacy Shanks
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Contact

Please use my UF email stacyspn@ufl.edu to contact me. I will respond to all emails in less than 24 hours. You can also email me through Canvas, but my work email will most likely get a quicker response. If there is an emergency, please call or text my cell phone number listed above.

Office Hours

There will be no set office hours. If you need to meet with me, we can set up an appointment. Please email me with dates and times you are available.

Instructor Bio

Stacy Shanks has been working in digital and social media for the past 15 years. She has held the positions of director of digital media and fan engagement, director of digital and social media, marketing manager and social media producer for high-profile organizations including the Ladies Professional Golf Association, United Soccer League, Golfweek Magazine, and Bishops Gate Golf Academy. Stacy currently works as the social media producer for News 6 WKMG in Orlando, Florida. She obtained her B.S. in advertising from the University of Florida in 2004. Stacy was also a part of the first graduating class at UF to get a Masters in Mass Communication/Social Media in December 2014.

COURSE WEBSITE & LOGIN

Your course is in Canvas (UF e-Learning). Go to <http://elearning.ufl.edu/>. Click the orange “Log in to e-Learning” button. Login 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 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 in Zoom – <https://ufl.zoom.us/j/5819980175>. This room will also be used for appointments when needed. Our live lectures in the course will also happen on Zoom, but the links for each live lecture will be different. A full schedule of Live Lectures is included in this syllabus and on Canvas.

Dial by your location:

+1 646 558 8656 US (New York)

+1 669 900 6833 US (San Jose)

Meeting ID: 581 998 0175

Find your local number: <https://zoom.us/u/a0ClgnN7i>

THIS COURSE

Course Layout

Each week, there will be a lecture to watch. Most lectures will be live and require student participation, but a few will be prerecorded. You will also have weekly readings and blog posts to write on Medium. Some weeks there will be additional assignments that contribute to the final client social media strategy project.

There is a total of three semester-long projects this semester. The first project requires you to create and maintain a personal interest social media profile. The project will be graded in two parts, the first half due in Week 8 and the second half of the project due in Week 15. The second project is to complete the Hubspot Social Media Certification course by Week 10. The third and final project is a group project and client presentation in Week 14. These tasks can be found in each weekly module.

Description

This course will address all aspects of social media management and reinforce why a business or client needs dedicated individuals focused solely on social media and online marketing to achieve their goals. Students will learn how to develop social media strategies for a target audience while using best practices and analytical data to execute social media posts. This course will cover blogs, Facebook, Twitter, Instagram, Snapchat, LinkedIn, and other social media platforms. With research and real-world experimentation, students will find the social media management tool that best fits their organizational workflow. By doing research for blog posts, students will stay on top of the latest social media trends and developments and further brand themselves as social media experts. By the end of the course, students will create a social media strategy and pitch it to a client. They will also have a portfolio of social media executions to demonstrate their social media management experience.

Objectives

By the end of the semester, students will be able to:

- Strategically develop a social media strategy to pitch to a client
- Explain the role social media managers play in an organization, for a personal brand or for business

- Navigate through the major social media platforms including Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, and other platforms while utilizing social media management tools
- Create content that engages and grows a social media audience
- Analyze consumer demographics to strategically create engaging content and steer social media efforts toward platforms where the chosen audience is engaged
- Set social media KPIs based on an organization's goals and analyze campaign success
- Understand and draft a social media budget that includes funds for paid advertising, management tools, content creation, design, and other opportunities that arise
- Research and write blogs posts on emerging trends to keep a brand at the forefront of social media

Students will be able to answer the following 10 questions by the end of this course:

- Why do brands need dedicated individuals focused solely on social media and online marketing to achieve their goals?
- What social media platforms are best for a group of specific consumers?
- What does it take to develop a social media strategy?
- What key performance indicators (KPIs) are best for a strategic social media plan?
- What goes into content planning and creation?
- How can social media management tools aid in the daily workflow of social media managers?
- How do you analyze the effectiveness of your social media campaign?
- How do you know what consumers are saying about a brand, and what's the best way to engage them?
- How do you effectively manage a social media budget for paid advertising and content creation?
- What key social media trends are emerging?

Course Deliverables

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

- Live and recorded lectures
- Weekly readings
- Lecture discussion papers (as required)
- Content posts on Medium blog
- Final project assignments
- Semester long personal interest social media account
- Hubspot Social Media Certification
- Final project and client pitch presentation

COURSE EXPECTATIONS

This course will give you the real-world experience of the job of a social media manager. You will create and maintain a social media account for the duration of the semester. You will develop a

strategy, create content, analyze your efforts and make changes as the semester goes along. You will also complete the Hubspot Social Media Certification. In addition, you will also complete several assignments similar to social media manager tasks, including creating a content calendar and advertising plan and presenting a strategy pitch to a client.

Attendance

This course is 16 weeks. Attendance of live lectures is highly encouraged, and participation is required when attending. All live lectures will be recorded in case you can't attend. But, if you can't attend the Live Lecture, you will be required to submit a 400-word paper on the lecture. More details on what's required are provided in the "Assignments" section in this syllabus. You are expected to watch the recorded lectures as well during weeks when the lecture isn't live. You are also expected to log into Canvas several times a week to access course materials, and complete assignments, and read any announcements.

Interactions

All students in this course are expected to interact weekly with their classmates and instructor via the live lectures on Mondays at 8 PM EST. Students can also interact with classmates in the discussion section of Canvas and during work on the final project. Students should follow their fellow classmates' personal interest social media accounts and engage with posts. You can interact with the instructor further by emailing questions or concerns throughout the semester.

Accountability

In this course, you are expected to complete your work on time and participate in the live lectures 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.

Group Work

The final project is a group project. Groups will be assigned by the instructor. Work on the project can begin when the group determines they are ready. Each student will complete the final project assignments individually throughout the semester that will contribute to the final project. Each group will submit one final project, while each student is required to play a part in the final pitch presentation.

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.

REQUIRED TEXT

There is no required text for this course. Weekly reading materials are all available online and will be linked from the weekly outline in Canvas.

TEACHING PHILOSOPHY

Social media management is a fast-paced field that requires the mindset to handle multiple projects at once. This course is designed to mimic what a social media professional faces by teaching you how to handle constant changes and developments, to think strategically, be organized, stay up to date with the latest trends, and analyze and adjust your approach to be successful.

COURSE POLICIES

Attendance Policy

We will have a live lecture in our Zoom classroom every Monday at 8 PM EST for 10 out of the 16 weeks of this course. See the full schedule of live lectures on the Live Lecture Schedule in this syllabus or on the homepage of our Canvas course.

If you can't attend the Live Lecture, you will be required to submit a 400-word paper on the lecture by 11:59 p.m. ET the Wednesday after each lecture. More details on what's required are provided in the "Assignments" section in this syllabus. If you attended the live lecture and were an active participant, you do not need to do a write-up and will automatically receive a grade for attending. Your live lecture grade will start at 100%, and if you fail to participate, your lecture grade will be dropped 10% each time. You are expected to watch the recorded lectures as well during weeks when the lecture isn't live.

You are expected to log into the course several times a week to access course materials, complete assignments, and stay up-to-date on any announcements. 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 preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Unless excused, work submitted late will receive the following point deductions. No work will be accepted one week after the due date.

Point Deduction	Duration of Lateness
5 Points	Less than an hour
10 Points	Greater than one (1) hour but less than 24 hours
15 Points	Greater than 24 hour but less than 48 hours
25 Points	Greater than 48 hours but less than one (1) week
Not Accepted	Greater than one (1) week

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. Students 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.

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

Coursework Submissions

The weekly content post is to be posted on your Medium blog and a link placed in the Discussion area in Canvas. All other assignments, projects, etc. will be submitted electronically through Assignments in Canvas.

Deadlines

This class, like others, involves many deadlines. Here is a reminder. The new lecture starts on Mondays.

- | | |
|--------------------------------------|--|
| • Live Lectures | 8 PM EST Monday |
| • Lecture Discussion Papers* | 11:59 PM EST Wednesday the week of lecture |
| • Content Posts | 11:59 PM EST Saturdays the week assigned |
| • Assignments | 11:59 PM EST Sundays the week assigned |
| • Personal Interest profile 1st half | Week 8 – 11:59 p.m. ET Wednesday |
| • Hubspot Certification | Week 10 – 11:59 p.m. ET Wednesday |
| • Final Project & Presentation | Week 14 – 11:59 p.m. ET Wednesday |
| • Personal Interest profile 2nd half | Week 15 – 11:59 p.m. ET Tuesday |

*Only required if student does not attend live lecture.

Grading

Your work will be evaluated according to the following distribution:

- Lecture Discussion/Papers 10%

- Content Posts 30%
- Personal Interest Profile Project – First half 8%; Second half 12%
- Hubspot Certification Project 5%
- Final Project Assignments 20%
- Final Project Client Pitch 15%

Your final grade will be rewarded as follows.

A	100%	to	92.5%
A-	< 92.5%	to	88.5%
B+	< 88.5%	to	85.5%
B	< 85.5%	to	82.5%
B-	< 82.5%	to	78.5%
C+	< 78.5%	to	75.5%
C	< 75.5%	to	72.5%
C-	< 72.5%	to	68.5%
D+	< 68.5%	to	65.5%
D	< 65.5%	to	62.5%
D-	< 62.5%	to	58.5%
E	< 58.5%	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 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 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 distancesupport@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>.

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 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/%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 & Lecture Discussion Papers

There will be 10 live lectures and six recorded lectures during the semester. The live lectures will take place on Mondays at 8 PM EST. The live lectures will give students a chance to ask questions of the instructor and interact with your peers. You will be required to be an active participant during the live lectures to help make it an interactive experience.

If you can't participate in the live lectures, there will links provided to catch up by watching recordings. If you are not able to attend a live lecture, you will be required to write a 400-word paper explaining what you learned from watching the lecture and quickly explain how you can apply what you learned to your professional life and to your assignments during the week. The lecture discussion papers are due on Wednesdays by 11:59 p.m. EST.

If there is a recorded lecture, you do not have to submit a lecture discussion paper.

The lecture schedule is as follows:

- Week 1 Recorded lecture
- Week 2 Live on Monday, Aug. 26 at 8 PM EST
- Week 3 Recorded lecture
- Week 3 Client Introduction Live on Thursday, Sept. 5 at 8 PM EST
- Week 4 Live on Monday, Sept. 9 at 8 PM EST
- Week 5 Live on Monday, Sept. 16 at 8 PM EST
- Week 6 Live on Monday, Sept. 23 at 8 PM EST
- Week 7 Live on Monday, Sept. 30 at 8 PM EST
- Week 8 Live on Monday, Oct. 7 at 8 PM EST
- Week 9 Live on Monday, Oct. 14 at 8 PM EST
- Week 10 Live on Monday, Oct. 21 at 8 PM EST
- Week 11 Live on Monday, Oct. 28 at 8 PM EST
- Week 12 Live on Monday, Nov. 4 at 8 PM EST
- Week 13 Recorded lecture
- Week 14 No lecture
- Week 15 Recorded
- Week 16 Recorded

Lecture Discussion Paper Rubric

Lecture Discussion Paper Rubric							
Criteria	Ratings						Points
	Excellent	Good	Satisfactory	Unsatisfactory	Poor	Nothing	
Summary (35%)	35.0 pts Highlights all key points from the lecture.	31.5 pts Highlights many key points from the lecture.	28.0 pts Highlights some key points from the lecture.	24.5 pts Highlights very few key points from the lecture.	21.0 pts Highlights no key points from the lecture.	0.0 pts The post shows a complete lack of understanding and doesn't include a summary of the lecture,	35 pts
Insights (25%)	25.0 pts Exceptional amount of insight and examples from lecture noted throughout paper.	22.5 pts Moderate amount of insight and examples from lecture	20.0 pts Minimal amount of insight and examples from lecture provided.	17.5 pts Only a few insights and examples provided.	15.0 pts Only one insight or example provided.	0.0 pts No insights or examples noted in paper.	25 pts

		noted throughout paper.					
Clarity of writing (25%)	25.0 pts The writing is clear and well-organized.	22.5 pts The writing is mostly clear and well-organized.	20.0 pts The writing is somewhat clear or organized.	17.5 pts The writing is not very clear or organized.	15.0 pts The writing is confused and may contain factual errors.	0.0 pts The writing shows little to no effort.	25 pts
Syntax and grammar (15%)	15.0 pts No grammar or spelling errors. Strong writing that helps facilitate strong communication and dialogue.	13.5 pts Writing is relatively grammar and spelling error free but may have some punctuation issues.	12.0 pts Minimal grammar and spelling errors. Style of writing may distract from the content.	10.5 pts Multiple grammatical and spelling errors, punctuation errors, and text message lingo. Style does not facilitate professional or effective communication.	9.0 pts Many grammatical and spelling errors, punctuation errors and style of writing way off.	0.0 pts Full of grammatical and spelling errors, punctuation errors and style of writing is way off.	15 pts
						Total Points: 100	

Weekly Readings

Each weekly module of the course will have a set of readings that you will be expected to complete. You will be evaluated on comprehension of the readings in content posts.

Content Posts

This semester, all students will be required to create an account on Medium and make posts throughout the semester. If you already have a Medium account, you will be able to use that as long as it still meets the requirements of the assignments.

Creating content, such as writing blogs, is a necessary activity of a social media manager and can help establish yourself as a social media expert.

During the weeks assigned, you are to write a blog post focusing on the topic question set for you that week. You will need to apply what you learned in the readings into your blog post. You are also required to find outside sources and incorporate them into your blog. All sources must be hyperlinked when you source them in your blog post to provide proper citation of source material.

The blog post must be at least 300-500 words and include visuals. Each post must be live by Saturday at 11:59 p.m. EST. A link to your blog must be submitted in Canvas.

Content Post Topics:

- Week 1: How has the social media industry changed over the years for social media managers?
- Week 2: Why does a brand need a social media strategy before diving into a social media campaign? What happens when they don't?
- Week 3: Pick a brand's social media campaign that caught your attention. Define its goals and list out any parts of the strategy that stood out to you in achieving or not achieving those goals. Align the KPIs that best fit tracking the goals identified.
- Week 4: What's the benefit of a SWOT analysis? Why is it important for social media managers to know their target audience as well as a brand's opportunities and threats?
- Week 5: What's the importance of a social media management tool? Evaluate and compare two social media management tools.
- Week 6: No discussion post to allow time for projects.
- Week 7: Why is it important for a brand to know the ideal posting times for its audience? Pick a social media platform and find a tool outside the platform that gives ideal posting times.
- Week 8: Explain the importance of social media analytics. What metrics would you include in these three different reports types: daily for yourself, weekly for your immediate boss and monthly for your company's management team?
- Week 9: Explain why brands need to monitor social media conversations 24/7. Evaluate and compare two social media listening tools, giving the pros and cons. What type of brands would best be served by the tools?
- Week 10: Explain the importance of a crisis management plan. Define the key elements of a crisis management plan such as who responds, the tone used and the chain of command.
- Week 11: No discussion post to allow time for projects.
- Week 12: No discussion post to allow time for projects.
- Week 13: Pick a type of event and explain how you would use social media to promote the event before, during and after? For example, a local festival, national sporting event or non-profit fundraiser.
- Week 14: No discussion post since groups are presenting their final project.
- Week 15: No discussion post due to holiday.
- Week 16: Should a brand jump right in on a new social media platform, or should they wait until it's been proven successful? Pick one new social platform that became popular in the past year and describe if you think it will or won't stick around.

Content Posts Rubric

Content Posts Rubric			
Criteria		Ratings	Points

	Excellent	Good	Satisfactory	Unsatisfactory	Poor	Nothing	
Content	20.0 pts Post provides comprehensive understanding, insights, commentary.	18.0 pts Post provides many insights and understanding on topic. Provides a good amount of evidence and research.	16.0 pts Post provides moderate insights and understanding on topic. Moderate reflection present. Provides moderate research and evidence.	14.0 pts Post provides minimal insights and understanding on topic. Little reflection present. Provides minimal research and evidence.	12.0 pts Post shows no evidence, research, or additional insights to the topic being discussed. No reflective thought about the topic.	0.0 pts The post shows a complete lack of understanding of the content.	20 pts
Creativity	20.0 pts Post brings forth major amounts of creativity, new questions, new ideas, and sparks conversation to extend the discussion in the community.	18.0 pts Many creative ideas interwoven into commentary.	16.0 pts Some creativity present in addressing topic.	14.0 pts Post shows a few creative ideas on the topic being discussed.	12.0 pts Posts include minimal creative ideas.	0.0 pts The post shows a complete lack of creativity.	20 pts
Voice of Author	15.0 pts Post comes alive with voice and POV is strongly present. POV is done in a professional and integrated manner. Author is very	13.5 pts Voice has a strong presence and is appropriate for audience. Personality is showcased in many parts but not all but the author attempts	12.0 pts Voice is present and takes the audience into consideration at times.	10.5 pts Voice is somewhat present but does not truly take the audience into consideration. POV of author is rarely present.	9.0 pts Post does not reflect awareness, understanding, or consideration for the audience. Author's POV is not present. Not able to detect	0.0 pts Post shows a complete lack of voice.	15 pts

	careful in selecting words to fit commentary and subject.	to bridge commentary with information.			author's voice or personality in post. Words are not carefully selected or considered.		
Presentation	10.0 pts Post is highly visually appealing.	9.0 pts Post is visually appealing.	8.0 pts Visuals are not of high quality.	7.0 pts Post is not very visually appealing.	6.0 pts Poor attempt at visuals.	0.0 pts Post shows a complete lack of effort regarding presentation.	10 pts
Citations / Hyperlinks	15.0 Exceptional amount of great and timely citations and hyperlinks to relevant articles, images, reports, and resources on the subject.	13.5 pts Moderate amount of good and timely citations and hyperlinks. Provides a reading list for more resources.	12.0 pts Minimal amount of good and timely citations and hyperlinks provided.	10.5 pts Not many good or timely material or material quoted but hyperlinks not provided.	9.0 pts Citations were not good or timely.	0.0 pts No citations or hyperlinks.	15 pts
Quality of writing	10.0 pts The work is of clear professional quality. The writing is clear and well-organized with near flawless writing.	9.0 pts Writing is of good quality.	8.0 pts Work is complete but needs revision. The messages have weak ideas, concepts, or presentation.	7.0 pts The writing appears disjointed. The reporting is flawed and may contain factual errors and/or may show little concept of	6.0 pts The writing needs major revision and may contain major fact errors.	0.0 pts The content lacks in quality and shows little to no effort. And may contain major fact errors.	10 pts

				basic strategic judgement.			
Grammar and Spelling	10.0 pts No grammar or spelling errors. Strong writing that helps facilitate strong communication and dialogue.	9.0 pts Writing is relatively grammar-spelling error free, but many have some punctuation issues.	8.0 pts Minimal grammar and spelling errors. Style is more conversational and may distract from the reader.	7.0 pts Multiple grammatical and spelling errors, punctuation errors, and text message lingo. Style does not facilitate professionalism or effective communication.	6.0 pts Many grammatical and spelling errors, punctuation errors and style of writing way off.	0.0 pts Full of grammatical and spelling errors, punctuation errors and style of writing way off.	10 pts
						Total Points: 100	

Final Project Assignments

During five of the 16 weeks, you will be required to submit individual assignments that contribute to the work needed to put together your final group project. These assignments will give you the opportunity to practice skills and concepts taught in the course. Assignments will be due by 11:59 p.m. ET Sunday of each module week.

Final Project Assignments:

- Week 4: Complete a SWOT analysis for the client in the final project.
- Week 6: Create a 30-day content calendar for the client in the final project.
- Week 9: Come up with five different ways our class client can engage its community creating two-way conversations.
- Week 10: Come up potential negative feedback for our class client and provide a response matrix.
- Week 11: Create a proposed social media advertising plan for the class client based on the potential budget outlined in client video from week 3.
- Week 16: Winning group project will meet with client to help them understand and implement their project. (Participation will count as extra credit points toward overall final grade.)

Final Project Assignments Rubric

Final Project Assignments Rubric							
Criteria	Ratings						Points
	Excellent	Good	Satisfactory	Unsatisfactory	Poor	Nothing	
Content	20.0 pts Provides comprehensive understanding, insights, commentary.	22.5 pts Provides many insights and understanding. Provides a good amount of evidence and research.	20.0 pts Provides moderate insights and understanding on topic. Moderate reflection present. Provides moderate research and evidence.	17.5 pts Provides minimal insights and understanding on topic. Little reflection and creativity present. Provides minimal research and evidence.	15.0 pts Shows little evidence, research, or additional insights to the topic being discussed. No reflective thought about the topic.	0.0 pts The assignment shows complete lack of understanding of the content.	25 pts
Creativity	25.0 pts Brings forth major amounts of creativity, asks new questions, gives new ideas, and sparks conversation to extend the discussion in the community.	22.5 pts Many creative ideas interwoven into commentary.	20.0 pts Some creativity present.	17.5 pts Shows a few creative ideas on the topic being discussed.	15.0 pts Provides little creativity.	0.0 pts Shows complete lack of creativity.	25 pts
Insights	25.0 pts Insights, observations, and/or recommendations are very compelling and well thought out.	22.5 pts Insights, observations, and/or recommendations are compelling and well thought out.	20.0 pts Insights, observations, and/or recommendations are somewhat compelling and fully thought through.	17.5 pts Insights, observations, and/or recommendations are not very compelling and hard to understand	15.0 pts Insights, observations, and/or recommendations are unclear and not fully thought through.	0.0 pts Lack of focus and understanding.	25 pts

				. Lack of clarity.			
Quality of writing	15.0 pts The work is clear and of professional quality. The writing is clear and well-organized; presentation and nearly flawless writing.	13.5 pts Writing is of good quality.	12.0 pts Work is complete but needs revision. The messages have weak ideas, concepts, or presentation.	10.5 pts The writing is confused. The reporting is flawed and may contain factual errors and/or may show little concept of basic strategic judgement.	9.0 pts The writing needs major revision. And may contain major factual errors.	0.0 pts The content lacks in quality and shows little to no effort. And/or contains factual errors.	15 pts
Grammar and Spelling	10.0 pts No grammar or spelling errors. Strong writing that helps facilitate strong communication and dialogue.	9.0 pts Writing is relatively grammar spelling error free, but many have some punctuation issues.	8.0 pts Minimal grammar and spelling errors. Style is more conversational and may distract from the reader.	7.0 pts Multiple grammatical and spelling errors, punctuation errors, and text message lingo. Style does not facilitate professionalism or effective communication.	6.0 pts Many grammatical and spelling errors, punctuation errors and style of writing way off.	0.0 pts Full of Many grammatical and spelling errors, punctuation errors and style of writing way off.	10 pts
						Total Points: 100	

Personal Interest Profile Project

For the entire semester, you will create and maintain a social media profile based on a personal interest. Examples are photography, food, book reviews, a favorite sports team, traveling, your own hyperlocal neighborhood, roses, tennis shoes, etc. The options are endless. You will pick one social media platform that has trackable analytics and set up a new profile for your personal interest.

You must set up the profile within two weeks of the class starting and provide the link in the Canvas discussion.

To manage and maintain the social media platform, you will create content and make posts multiple times a week to grow your following and drive engagement. You will come up with a strategy, activate it and analyze it as the semester goes along. You are encouraged to be creative and test the best practices being taught throughout the semester.

Halfway through the semester you will submit the first half of the project for review. Included in the review should be your goals and how you will evaluate success, target audience, description of why you chose that specific platform, content plan and schedule, examples of content, description of management tools being used and why, analysis of how things have gone in the first half of the semester, and suggested changes you could make to improve your profile.

The review can be completed in word, PowerPoint or any other visual means you find applicable. There is not a word count, just be thorough in your explanation of each section. The first half of the project is due Week 8.

After the first review, you will continue to maintain your social media profile. Based on your analysis of how things progressed through the first half of the semester, you should make changes to your strategy, content plan and posts.

At the end of the semester, you will complete a final review of your personal interest social media profile. The review can be done in Word, PowerPoint or another visual tool of your choosing. You are to evaluate how successful you were at maintaining your social media profile. Please describe the following: the strategy used after the first analysis, whether your goals changed, updated content plan and schedule, different ways you created content, examples of posted content, types of content that drew the most engagement, analysis of different types of posts, explain if your changes worked toward your goals, overall analysis of your profile included successes and failures, and what further changes would you make in your strategy. The second half of the project is due Week 15.

Personal Interest Social Media Profile Rubric

Personal Interest Social Media Profile Project Rubric							
Criteria	Ratings						Poi nts
	Excellent	Good	Satisfactor y	Unsatisfac tory	Poor	Nothing	
Conten t	20.0 pts The content presented shows a thorough understanding of the course material.	18.0 pts The content presented shows a great understanding of the course material.	16.0 pts Content show a good understanding of the material.	14.0 pts Content shows some lack of understanding of the course material in many areas.	12.0 pts Content shows a lack of understanding of the course material in many areas.	0.0 pts Content shows a complete lack of understanding of the course material.	20 pts
Creativi ty	20.0 pts Consists of highly	18.0 pts Consists of good	16.0 pts Consists of creative	14.0 pts Consists of mostly	12.0 pts Very little creative	0.0 pts Content lacks	20 pts

	creative content to engage an audience through superior writing and design.	creative content that engages the audience.	content, but there could be more to more fully engage the audience.	content that is not creative enough to engage the audience.	content to engage the audience.	creativity and fails to engage the audience. There are far too many improvements that need to be made.	
Insights	20.0 pts Insights, observations, and/or recommendations are very compelling and well thought out.	18.0 pts Insights, observations, and/or recommendations are compelling and well thought out.	16.0 pts Insights, observations, and/or recommendations are somewhat compelling and mostly thought through.	14.0 pts Insights, observations, and/or recommendations are not very compelling and hard to understand. Lack of clarity.	12.0 pts Insights, observations, and/or recommendations are unclear and not fully thought through.	0.0 pts Lack of focus and understanding.	20 pts
Presentation	15.0 pts Design of the presentation was well thought out. Content was easy to understand and didn't distract from the presentation.	13.5 pts Design of the presentation looked professional enough. Content was easy to read, but at times may be too much to distract from the presentation.	12.0 pts Design at times distracts from the presentation.	10.5 pts Design of the content often distracts from the presentation.	9.0 pts Little thought put into the design of the presentation.	0.0 pts Too many improvements need to be made to the design of the presentation. Design distracts from the presentation far too much.	15 pts
Quality of writing	15.0 pts The grade is for work of clear	13.5 pts Writing is of good quality.	12.0 pts Work is complete but needs	10.5 pts The writing is confused.	9.0 pts The writing needs major	0.0pts The content lacks in	15 pts

	professional quality. The writing is clear and well-organized; presentation includes near flawless writing.		minor revision. The messages have weak ideas, concepts, or presentation.	The reporting is flawed and may contain factual errors and/or may show little concept of basic strategic judgement.	revision. And may contain factual errors.	quality and shows little to no effort. And contains factual errors.	
Grammar and Spelling	10.0 pts No grammar or spelling errors. Strong writing that helps facilitate strong communication and dialogue.	9.0 pts Writing is relatively grammar-spelling error free, but many have some punctuation issues.	8.0 pts Minimal grammar and spelling errors. Style is more conversational and may distract from the reader.	7.0 pts Many grammatical and spelling errors, punctuation errors, and text message lingo. Style does not facilitate professionalism or effective communication.	6.0 pts Too many grammar and spelling errors to count.	0.0 pts No effort for grammar and spelling.	10 pts
						Total Points: 100	

Hubspot Social Media Certification

During the semester, you will take the Hubspot Social Media Certification course and exam. You will prepare for the exam by completing the training modules during the first 10 weeks of this course. You will need to take the exam by Week 10. You will need to take a screenshot of your score and submit the screenshot as your submission for the project.

You can sign up for the certification and start watching the training modules here.

<https://academy.hubspot.com/courses/social-media>.

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 this project.

SCORING	CRITERIA
100 points	The score was 80% or more on the exam.
0 points	The score was less than 80% on the exam.

Final Project – Social Media Client Pitch Project

The final project will have your group create a full social media strategy and pitch for a client. You will be able to think strategically and creatively to help a local non-profit achieve their goals in a big way.

You will work as a group to put together a PowerPoint presentation that covers the list of detailed topics provided below. The presentation should be visual and appealing. Utilize short bullet points instead of long blocks of text. Find ways to engage the client throughout the presentation by keeping them engaged. The PowerPoint will be presented live to the client at the end of the semester. Every group member has to play a role in the presentation.

- **Title Slide:** Include a title for your presentation and include all the names of the group members. Include who the presentation is prepared for.
- **Agenda Slide:** Showcase a bulleted list of what your presentation consists of.
- **SWOT Analysis:** Show the SWOT analysis for the client.
- **Overview of Campaign:** Answer the following questions: What is the campaign and its theme? How will this campaign help the client achieve their goals?
- **Audience:** Who are you targeting to reach with this campaign?
- **Social Media Platforms:** List the social media platforms that will be used in the campaign and describe why they were chosen.
- **Goals and KPIs:** List out the goals and KPIs for each platform.
- **Management tools:** Describe the social media management tools that could assist with the execution of this campaign and why.
- **Content calendar and content examples:** Create a content calendar that describes a plan for the content that is needed to execute the campaign. Provide content examples described in the calendar. Show a breadth of examples per platform chosen.
- **Negative feedback response:** Create a response matrix for potential negative feedback the client might encounter.
- **Paid Social Plan:** Take the clients proposed budget and detail out how you would spend it. Show ad examples.
- **Closing:** Recap and describe why this is the best campaign for the client.
- **Questions:** Give the client an opportunity to ask questions.

The presentation should be between 10 and 15 minutes. A copy of the presentation is to be submitted in Canvas no later than 24 hours prior to the assigned client presentation time.

After the final project submission and presentation, each student must submit a peer review of each member in the group. Students will email the instructor with rating for each student in the group ranging from a 1 to a 5 with 5 being the best. The average peer review points will determine that percentage of the project grade.

Final Project and Client Pitch Rubric

Final Project – Social Media Strategy and Client Pitch Rubric							
Criteria	Ratings						Points
	Excellent	Good	Satisfactory	Unsatisfactory	Poor	Nothing	
Campaign Strategy	20.0 pts Campaign consists of an excellent strategy to engage an audience through superior writing and design.	18.0 pts Campaign consists of good strategy and creative content that engages the audience.	16.0 pts Campaign consists of a satisfactory strategy and decently creative content, but there are several improvements that need to be made.	14.0 pts Campaign strategy is inconsistent and consists of mostly content that is not creative enough to engage the audience in many parts of the presentation.	12.0 pts Campaign lacks a unified strategy and creativity and fails to engage the audience. There are far too many improvements that need to be made.	0.0 pts Campaign strategy shows a complete lack of understanding.	20 pts
Content Calendar and Content Examples	20.0 pts Content calendar and content examples are excellent and could be utilized by client immediately.	18.0 pts Content calendar and examples provide many usable parts for client.	16.0 pts Some content calendar ideas and examples can be utilized by client.	14.0 pts A few content calendar ideas and content examples can be used by the client.	12.0 pts A majority of the content calendar and examples missed the mark.	0.0 pts Complete lack of understanding of how to set up a content calendar and/or content examples do not match strategy.	20 pts
Negative Feedback Response	10.0 pts Exceptional negative feedback responses giving	9.0 pts Great set of negative feedback responses that the	8.0 pts Set of negative feedback responses are somewhat	7.0 pts Negative feedback responses are lacking and many	6.0 pts Most of the negative feedback responses are not	0.0 pts Negative feedback responses show a complete lack of	10 pts

	the client valuable material to use in a scenario.	client can utilize.	complete and usable by client.	not usable by client.	usable by the client.	understanding of the material.	
Paid Social Plan	10.0 pts Paid social plan is of professional quality work and would be of great value to the client.	9.0 pts Paid social plan is overall great with just a few improvements needed.	8.0 pts Paid social plan is good and could benefit the client.	7.0 pts Some parts of the paid social plan could benefit the client, but some would not.	6.0 pts Paid social plan has little value to the client.	0.0 pts Paid social plan has no value to the client.	10 pts
Presentation Design	20.0 pts Design of the presentation was well thought out. Content was easy to understand and didn't distract from the presentation.	18.0 pts Design of the presentation was good. Content was easy to understand, but a few times was too much to distracting from the presentation.	16.0 pts Design of the presentation was satisfactory. At times it was good and at times it needed improvement.	14.0 pts Design frequently distracts from the presentation.	12.0 pts Much of the design of the content distracts from the presentation.	0.0 pts Too many improvements need to be made to the design of the presentation. Design distracts from the presentation far too much.	20 pts
Peer Review	20.0 pts Average grade of 5 by peers	16.0 pts Average grade of 4 by peers	12.0 pts Average grade of 3 by peers	8.0 pts Average grade of 2 by peers	4.0 pts Average grade of 1 by peers		20 pts
						Total Points: 100	

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 each week.

- Week 1 – 8/20 – Introduction to Social Media Management
- Week 2 – 8/26 – Social Media Strategy
- Week 3 – 9/2 – Social Media Goals
- Week 4 – 9/9 – Knowing your Brand and Target Audience
- Week 5 – 9/16 – Social Media Management Tools
- Week 6 – 9/23 – Social Media Content Creation
- Week 7 – 9/30 – Social Media Best Practices
- Week 8 – 10/7 – Social Media Analytics
- Week 9 – 10/14 – Community Engagement and Listening Tools
- Week 10 – 10/21 – Crisis Management
- Week 11 – 10/28 – Social Media Budgets
- Week 12 – 11/4 – Social Media’s Role in Different Industries
- Week 13 – 11/11 – Social Media Event Coverage
- Week 14 – 11/18 – Final Project & Presentation Due
- Week 15 – 11/25 – Content Creation Tools & Influencer Content
- Week 16 – 12/2 – Future of Social Media

Week 0 - Course Introduction & Syllabus

[Instructor Welcome Video](#)

[Syllabus Explanation Video](#)

[Personal Interest Profile Project Video](#)

[Final Client Pitch Project Video](#)

COURSE SCHEDULE

Week 1 – Introduction to Social Media Management (8/20 - 8/25)

Learning Objectives

- Understand the role of a social media manager
- Examine skill set needed to be successful as a social media manager
- Assess the state of social media in 2019

Watch

- Recorded Lecture in Canvas Week 1
- Personal Interest Profile Project Explanation Video
- A day in the life of Hootsuite's social media team - https://www.youtube.com/watch?time_continue=174&v=8tFw72Wnci0

Required Readings

- State of Social 2019 Report - <https://buffer.com/state-of-social-2019>
- Social Media Trends Report 2019 - <https://hootsuite.com/resources/social-media-trends-report-2019>
- Global Social Media Research Summary 2019 - <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>
- 65 Social Media Statistics To Bookmark In 2019 - <https://sproutsocial.com/insights/social-media-statistics/>
- 8 Essential Skills A Social Media Manager Must Have - <https://blog.hootsuite.com/social-media-manager-skills/>

Assignments

- Content Post Week 1 due 8/24 at 11:59 p.m. EST

Week 2 – Social Media Strategy (8/26 - 9/1)

Learning Objectives

- Examine the importance of a social media strategy
- Assess the individual components that make up a social media strategy

Watch:

- Live Lecture | <https://ufl.zoom.us/j/5819980175> | Meeting ID: 581-998-0175
- Recording of the lecture will be found in Canvas, if you miss live lecture

Required Readings:

- 7 Advantages Of Having A Social Media Strategy - <https://www.socialmediatoday.com/news/7-advantages-of-a-having-social-media-strategy/525861/>
- How To Build Your Social Media Strategy in 2019 - <https://sproutsocial.com/insights/social-media-marketing-strategy/>

- How To Create A Social Media Marketing Strategy For 2019 And Beyond - <https://buffer.com/library/social-media-marketing-strategy>
- How To Create A Social Media Marketing Strategy In 8 Easy Steps - <https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>

Assignments

- Lecture Discussion Paper due 8/28 at 11:59 p.m. EST
- Content Post Week 2 due 8/31 at 11:59 p.m. EST
- Social media profile for Personal Interest Brand Project and start posting due 9/1 at 11:59 p.m. EST

Week 3 – Social Media Goals (9/2 – 9/8)

Learning Objectives

- Recognize the importance of social media goals and the different types
- Align key performance indicators with social media goals

Watch:

- Recorded Lecture in Canvas Week 3
- Final Project Client Introduction Live Video | <https://ufl.zoom.us/j/5819980175> | Meeting ID: 581-998-0175

Required Readings:

- 16 Communications Experts Share Their Big Social Media Goals - <https://www.forbes.com/sites/forbescommunicationscouncil/2018/05/31/16-communications-experts-share-their-big-social-media-goals/#53376285472c>
- How To Set Goals And KPIs For Your Social Media Strategy - <https://marketing.sfgate.com/blog/how-to-set-goals-and-kpis-for-your-social-media-strategy>
- How To Set Social Media Marketing Goals That Drive Revenue Growth - <https://trackmaven.com/blog/social-media-marketing-goals-revenue-growth/>
- 4 Social Media Goals Every Business Should Measure - <https://www.socialmediaexaminer.com/4-social-media-goals/>

Assignments

- Content Post Week 3 due 9/7 at 11:59 p.m. EST

Week 4 – Knowing your Brand and Target Audience (9/9 – 9/15)

Learning Objectives

- Demonstrate how to evaluate a brand and its competitors
- Examine a brand's target audience

Watch:

- Live Lecture | <https://ufl.zoom.us/j/5819980175> | Meeting ID: 581-998-0175
- Recording of the lecture will be found in Canvas, if you miss live lecture

Required Readings:

- SWOT Analysis – Do It Properly - <https://www.strategicmanagementinsight.com/tools/swot-analysis-how-to-do-it.html>
- How To Start A Competitive Analysis - <https://blog.hubspot.com/marketing/competitive-analysis-kit>
- Find Your Facebook Audience - <https://www.facebook.com/business/ads/ad-targeting>
- Why Knowing Your Target Audience Is Key In Content Marketing - <https://www.socialbakers.com/blog/knowning-your-target-audience-is-key-in-content-marketing>
- How To Know Your Audience To Master Your Content Campaigns - <https://www.searchenginejournal.com/seo-guide/know-your-audience/#close>

Assignments

- Lecture Discussion Paper 4 due 9/11 at 11:59 p.m. EST
- Content Post Week 4 due 9/14 at 11:59 p.m. EST
- Assignment Week 4 due 9/15 at 11:59 p.m. EST

Week 5 – Social Media Management Tools (9/16 – 9/22)

Learning Objectives

- Understand the importance of social media management tools and role they play for social media managers
- Ability to evaluate a social media management tool for a brand's needs

Watch:

- Live Lecture | <https://ufl.zoom.us/j/5819980175> | Meeting ID: 581-998-0175
- Recording of the lecture will be found in Canvas, if you miss live lecture

Required Readings:

- 8 Reasons You Need A Social Media Management Tool - <https://www.falcon.io/insights-hub/topics/social-media-management/8-reasons-why-you-need-a-social-media-management-tool/>
- 10 Reasons To Use A Social Media Management Tool - <https://www.socialmediatoday.com/social-business/10-reasons-use-social-media-management-tool>
- 9 Top Social Media Scheduling Tools To Save Time In 2019 - <https://sproutsocial.com/insights/social-media-scheduling-tools/>

Assignments

- Lecture Discussion Paper 5 due 9/18 at 11:59 p.m. EST
- Content Post Week 5 due 9/21 at 11:59 p.m. EST

Week 6 – Social Media Content Creation (9/23 – 9/29)

Learning Objectives

- Identify the importance of planning ahead and organizing social media content
- Create social media content calendar

- Understand the types of social media content
- Illustrate ways to curate and crowdsource content

Watch:

- Live Lecture | <https://ufl.zoom.us/j/5819980175> | Meeting ID: 581-998-0175
- Recording of the lecture will be found in Canvas, if you miss live lecture

Required Readings:

- 4 Social Media Calendar Tools To Plan All Your Content - <https://blog.hubspot.com/marketing/social-media-calendar-tools>
- How To Create A Social Media Content Calendar: Tips And Templates - <https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>
- Top 27 Social Media Content Ideas - <https://kimgarst.com/top-27-social-media-content-ideas/>
- How To Curate Content In 5 Simple Steps - <https://sproutsocial.com/insights/how-to-curate-content/>
- How To Curate Content On Your Social Media Channels - <https://www.socialbakers.com/blog/how-to-curate-content-for-your-social-media-channels>
- 6 Tools For Social Media Content Inspiration - <https://www.socialmediaexaminer.com/6-tools-for-social-media-content-inspiration/>

Assignments

- Lecture Discussion Paper 6 due 9/25 at 11:50 p.m. EST
- No Content Post
- Assignment 6 due 9/29 at 11:59 p.m. EST

Week 7 – Social Media Best Practices (9/30 – 10/6)

Learning Objectives

- Understand social media best practices for each platform
- Recognize the importance of brand tone and use of video
- Demonstrate the ability to determine ideal posting times

Watch:

- Live Lecture | <https://ufl.zoom.us/j/5819980175> | Meeting ID: 581-998-0175
- Recording of the lecture will be found in Canvas, if you miss live lecture

Required Readings:

- New Report Looks At Optimal Facebook Posting Practices In 2019 - <https://www.socialmediatoday.com/news/new-report-looks-at-optimal-facebook-posting-practices-in-2019/545233/>
- The Best Time To Post On Instagram, Facebook, Twitter, LinkedIn & Pinterest - <https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>
- The Rise Of Video Marketing On Social And How It Affects Your Business - <https://www.garyvaynerchuk.com/the-rise-of-video-marketing-on-social-and-how-it-affects-your-business/>

- The Best Time To Post To Social Media Based On Data - <https://www.socialbakers.com/blog/best-times-to-post-on-social-media>
- 2019 Report: Engaging Your Audience With Visual Content - <https://contently-2639.docs.contently.com/v/using-visual-content-to-engage-customers>
- How To Establish Your Brand 'Voice' On Social Media - <https://blog.hootsuite.com/how-to-build-an-authentic-voice-on-social/>

Assignments

- Lecture Discussion Paper 7 due 10/2 at 11:59 p.m. EST
- Content Post Week 7 due 10/5 at 11:59 p.m. EST

Week 8 – Social Media Analytics (10/7 – 10/13)

Learning Objectives

- Define social media metrics per platform
- Recognize how to determine social media success and what metrics a brand should focus on
- Identify different types of social media reports and reporting structure

Watch:

- Live Lecture | <https://ufl.zoom.us/j/5819980175> | Meeting ID: 581-998-0175
- Recording of the lecture will be found in Canvas, if you miss live lecture

Required Readings:

- All Of The Social Media Metrics That Matter - <https://sproutsocial.com/insights/social-media-metrics-that-matter/>
- The Complete Social Media Analytics Guide - <https://www.talkwalker.com/blog/social-media-analytics-guide>
- How To Build A Monthly Social Media Report - <https://later.com/blog/social-media-report/>
- 4 Ways To Do Effective Social Media Reporting - <https://www.smartinsights.com/social-media-marketing/social-media-analytics/4-ways-effective-social-media-reporting/>
- Know What's Working On Social Media: 27 Free And Paid Social Media Analytics Tools - <https://buffer.com/library/social-media-analytics-tools>

Assignments

- First Half of Personal Interest Profile Project Due 10/9 at 11:59 p.m. EST
- Lecture Discussion Paper 8 due 10/9 at 11:59 p.m. EST
- Content Post Week 8 due 10/12 at 11:59 p.m. EST

Week 9 – Community engagement and listening tools (10/14 – 10/20)

Learning Objectives

- Understand the importance of community engagement
- Evaluate different types of engagement ideas per social media platform
- Distinguish how a brand can listen to its audience with and without listening tools

Watch:

- Live Lecture | <https://ufl.zoom.us/j/5819980175> | Meeting ID: 581-998-0175
- Recording of the lecture will be found in Canvas, if you miss live lecture

Required Readings:

- Social Media Listening: What Is It And How Can Your Brand Learn From It? - <https://www.socialreport.com/insights/article/360025143071-Social-Media-Listening-What-Is-It-How-Can-Your-Brand-Learn-from-It->
- Social Media Monitoring Vs. Social Media Listening - <https://sproutsocial.com/insights/listening-vs-monitoring/>
- 10 Tips For Increasing Your Social Media Engagement - <https://socialmediaweek.org/blog/2017/10/10-tips-increasing-social-media-engagement/>
- How To Increase Social Media Engagement: A Guide For Marketers - <https://blog.hootsuite.com/social-media-engagement/>
- 7 Social Media Monitoring Tools To Check Out In 2019 - <https://searchenginewatch.com/2019/02/04/social-media-monitoring-tools-2019117809/>
- 6 Critical Steps To Avoid A Social Media Crisis - <https://keyhole.co/blog/6-critical-steps-to-avoid-a-social-media-crisis-social-monitoring/>

Assignments

- Lecture Discussion Paper 9 due 10/16 at 11:59 p.m. EST
- Content Post Week 9 due 10/19 at 11:59 p.m. EST
- Assignment Week 9 due 10/20 at 11:59 p.m. EST

Week 10 – Crisis Management (10/21 – 10/27)

Learning Objectives

- Define a crisis management plan, its parts and importance of having one prepared
- Understand the role a social media manager plays in crisis management
- Assess how a brand should handle mistakes, typos and negative posts

Watch:

- Live Lecture | <https://ufl.zoom.us/j/5819980175> | Meeting ID: 581-998-0175
- Recording of the lecture will be found in Canvas, if you miss live lecture

Required Readings:

- How To Create A Social Media Crisis Management Plan - <https://blog.hubspot.com/service/social-media-crisis-management>
- How To Handle A Social Media Crisis - <https://blog.hootsuite.com/social-media-crisis-management/>
- Build Your Social Media Crisis Management Plan In 10 Steps - <https://mention.com/blog/social-media-crisis-management-plan/>
- 10 Worst Social Media Blunders And How To Avoid Them - <https://www.penguinstrategies.com/blog/10-of-the-worst-social-media-blunders-and-how-to-avoid-them>

Assignments

- Lecture Discussion Paper 10 due 10/23 at 11:59 p.m. EST

- Hubspot Certification completed by 10/23 at 11:59 p.m. EST
- Content Post Week 10 due 10/26 at 11:59 p.m. EST
- Assignment 10 due 10/27 at 11:59 p.m. EST

Week 11 – Social Media Budgets (10/28 – 11/3)

Learning Objectives

- Define the elements that can make up a social media budget
- Understand the advantages and disadvantages of social media advertising
- Examine how organic and paid social media content work together

Watch:

- Live Lecture | <https://ufl.zoom.us/j/5819980175> | Meeting ID: 581-998-0175
- Recording of the lecture will be found in Canvas, if you miss live lecture

Required Readings:

- Social Media Advertising Pros And Cons - <https://thrivehive.com/social-media-advertising-pros-and-cons/>
- How To Create Your Social Media Marketing Budget - <https://sproutsocial.com/insights/guides/social-media-budget/>
- Social Media For Nonprofits: How To Make An Impact With Little Budget - <https://www.sendible.com/insights/social-media-for-nonprofits>
- How Paid And Organic Facebook Efforts Support Each Other - <https://www.adweek.com/digital/how-paid-and-organic-facebook-efforts-support-each-other/>
- 19 Tips To Help Leverage Organic And Paid Social Media Throughout The Customer Journey - <https://www.socialmediatoday.com/news/19-tips-to-help-leverage-organic-and-paid-social-media-throughout-the-custo/542507/>

Assignments

- Lecture Discussion Paper 11 due 10/30 at 11:59 p.m. EST
- Assignment 11 due 11/3 at 11:59 p.m. EST

Week 12 – Social Media’s Role in Different Industries (11/4 – 11/10)

Learning Objectives

- Compare how different industries utilize social media

Watch:

- Live Lecture | <https://ufl.zoom.us/j/5819980175> | Meeting ID: 581-998-0175
- Recording of the lecture will be found in Canvas, if you miss live lecture

Required Readings:

- How The Detroit Free Press Created A Unique Social Media Voice - <https://www.lenfestinstitute.org/solution-set/2019/04/25/these-tweets-are-how-the-detroit-free-press-created-a-unique-social-media-voice/>

- How Social Media Has Changed The Entertainment Industry - <https://sociallifestylemag.com/2018/11/how-social-media-has-changed-the-entertainment-industry/>
- 5 Awesome Sports Social Media Examples To Learn From - <https://www.themeboy.com/blog/killer-sports-social-media-examples-2018/>
- A Strategic Guide To Social Media For Nonprofits - <https://sproutsocial.com/insights/nonprofit-social-media-guide/>
- How To Use Social Media In Health Care: A Guide For Health Professionals - <https://blog.hootsuite.com/social-media-health-care/>
- 9 Ways To Use Social Media To Build Your Personal Brand - <https://www.forbes.com/sites/sujanpatel/2016/11/12/9-ways-to-use-social-media-to-build-your-personal-brand/#6fd236dd3520>

Assignments

- Lecture Discussion Paper 12 due 11/6 at 11:59 p.m. EST

Week 13 – Social Media Event Coverage (11/11 – 11/17)

Learning Objectives

- Recognize each social media platform's role in providing coverage for a brand's event before, during and after it takes place
- Identify ways brands can engage an audience on social media at an event

Watch:

- Recorded Lecture is in Canvas Week 13

Required Readings:

- Social Media For Events: A Complete Guide To Marketing Your Event On Social Media - <https://www.eventmanagerblog.com/social-media-events>
- Event Marketing 101: How To Keep Attendees Engaged Before, During And After Your Event - <https://buffer.com/library/social-media-event-marketing>
- 5 Innovative Ways To Use Social Media At Your Next Events - <https://blog.cvent.com/industry/social-media/5-innovative-social-media-uses/>

Assignments

- Content Post Week 13 due 11/16 at 11:59 p.m. EST

Week 14 – Final Project & Presentation Due (11/18 – 11/24)

Learning Objectives

- No material presented this week because final project and presentation due

Watch:

- Project requirements video

Required Readings:

- 7 Tips For Presenting To Win Clients - <https://blog.hubspot.com/agency/7-tips-presenting-winning-proposals-clients>
- How To Create An Agency Pitch Deck And Win Your Dream Clients - <https://www.sendible.com/insights/agency-pitch-deck>

Assignments

- Final Project & Presentation due 11/20 – Times of presentation TBD

Week 15 – Content Creation Tools & Influencer Content (11/25 – 12/1)

Learning Objectives

- Examine different tools that can aid in content creation
- Assess different tools to organize future social media content
- Recognize the role influencers can play in social media content
- Discover how to find social media influencers

Watch:

- Recorded Lecture is in Canvas Week 15

Required Readings:

- 11 Social Media Tools Every Content Creator Needs - <https://digitalmarketinginstitute.com/en-us/blog/2017-10-06-11-social-media-content-tools-every-content-creator-needs1-1>
- 33 Must Have Content Creation Tools Every Brand Needs - <https://www.socialbakers.com/blog/33-must-have-content-creation-tools-every-brand-needs>
- How To Work With Influencers And Celebrities On Social Media - <https://sproutsocial.com/insights/how-to-work-with-influencers-on-social-media/>
- Influencer Marketing In 2019: How To Work With Social Media Influencers - <https://blog.hootsuite.com/influencer-marketing/>

Assignments

- Personal Interest Profile Project Second Half due 11/26 at 11:59 p.m. EST

Week 16 – Future of Social Media (12/2 – 12/4)

Learning Objectives

- Recognize ways you can stay current with social media trends
- Predict upcoming social media platforms
- Examine why certain social media platforms died

Watch:

- Recorded Lecture is in Canvas Week 16

Required Readings:

- The Future Of Social Media Marketing: 11 Trends That Will Impact Your Business - <https://shanebarker.com/blog/future-of-social-media-marketing/>
- The Future Of Social Media Marketing - <https://www.rankwatch.com/infographics/future-of-social-media-marketing.html>
- 3 Up-And-Coming Social Media Platforms To Watch In 2019 - <https://blog.marketo.com/2018/08/3-up-and-coming-social-media-platforms-to-watch-in-2019.html>
- R.I.P To The Top 10 Failed Social Media Sites - <https://www.searchenginejournal.com/failed-social-media-sites/303421/#close>

Assignments

- Content Post Week 16 due 12/4 at 11:59 p.m. EST



ASSIGNMENTS

Assignment	Due Date
Content Post Week 1	August 24, 2019 at 11:59 p.m. EST
Lecture Discussion Paper 2	August 28, 2019 at 11:59 p.m. EST
Content Post Week 2	August 31, 2019 at 11:59 p.m. EST
Content Post Week 3	September 7, 2019 at 11:59 p.m. EST
Lecture Discussion Paper 4	September 11, 2019 at 11:59 p.m. EST
Content Post Week 4	September 14, 2019 at 11:59 p.m. EST
Assignment Week 4	September 15, 2019 at 11:59 p.m. EST
Lecture Discussion Paper 5	September 18, 2019 at 11:59 p.m. EST
Content Post Week 5	September 21, 2019 at 11:59 p.m. EST
Lecture Discussion Paper 6	September 25, 2019 at 11:59 p.m. EST
Assignment 6	September 29, 2019 at 11:59 p.m. EST
Lecture Discussion Paper 7	October 2, 2019 at 11:59 p.m. EST
Content Post Week 7	October 5, 2019 at 11:59 p.m. EST
Project 1 – First Half	October 9, 2019 at 11:59 p.m. EST
Lecture Discussion Paper 8	October 9, 2019 at 11:59 p.m. EST
Content Post Week 8	October 12, 2019 at 11:59 p.m. EST
Lecture Discussion Paper 9	October 16, 2019 at 11:59 p.m. EST
Content Post Week 9	October 19, 2019 at 11:59 p.m. EST
Assignment Week 9	October 20, 2019 at 11:59 p.m. EST
Project 2 – Hubspot Certification	October 23, 2019 at 11:59 p.m. EST
Lecture Discussion Paper 10	October 23, 2019 at 11:59 p.m. EST
Content Post Week 10	October 26, 2019 at 11:59 p.m. EST
Assignment 10	October 27, 2019 at 11:59 p.m. EST
Lecture Discussion Paper 11	October 30, 2019 at 11:59 p.m. EST
Assignment 11	November 3, 2019 at 11:59 p.m. EST
Lecture Discussion Paper 12	November 6, 2019 at 11:59 p.m. EST
Content Post Week 13	November 16, 2019 at 11:59 p.m. EST
Final Project & Presentation	November 20, 2019 at 11:59 p.m. EST
Project 1 – Second Half	November 26, 2019 at 11:59 p.m. EST
Content Post Week 16	December 4, 2019 at 11:59 p.m. EST