

COURSE SYLLABUS
PUR3622: Social Media Management
Section 07E3 – Class #21831 – Fall 2019

Class Times: Tuesdays, 1:55 p.m. – 2:45 p.m. (Period 7)
Thursdays, 1:55 p.m. – 3:50 p.m. (Periods 7-8)

Class Location: Weimer 3028

Instructor: Natalie Asorey, nasorey@ufl.edu
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Office Hours: Tuesdays, 10 a.m. – noon, or by appointment

COURSE OVERVIEW

Social media have 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 key audiences.

The social media industry changes every day. Because of this, the course content may also change, allowing us to address and analyze what's #trending.

This course is centered on you and your needs. It 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, you will master the basic social media skills of public relations and digital professionals to prepare you 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 U.S.;
- 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)
- Because of the ever-changing nature of social media, required online readings will be assigned throughout the course. Please check the “Modules” section on Canvas for weekly readings.

- 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.

You must complete all readings prior to class and come ready to discuss 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. I will take attendance every class.

You're 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.

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. Course materials and assignments will be available on Canvas, and you may ask your peers for class notes at your discretion.

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.

Assignments will be completed and submitted either individually or as a group.

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 and back up all your files. Late assignments will not be accepted.

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

GRADING POLICY

Final grades will be based on the following scale:

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|-------------|----|------------|----|
| • 92 – 100% | A | • 72 – 77% | C |
| • 90 – 91% | A- | • 70 – 71% | C- |
| • 88 – 89% | B+ | • 68 – 69% | D+ |
| • 82 – 87% | B | • 62 – 67% | D |
| • 80 – 81% | B- | • 60 – 61% | D- |
| • 78 – 79% | C+ | • 0 – 59% | 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.
- **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 select your groups at the beginning of the semester. Together, you will complete several components of the plan throughout the course 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% (10% each)
 - 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)** – 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. You must conduct yourself in an honest, ethical and courteous manner with other students and me, abiding by the UF Student Conduct & Honor Codes.

You are expected to:

- Arrive on time and remain in class for its duration unless I dismiss the class early.
- 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.
- Welcome and respect the diverse opinions of their peers and instructor.

You may be asked to leave the classroom and you may receive a 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 or social media sites, 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 (see pg. 1) to discuss assignments, materials or other concerns related to the course. You may also email me to schedule an appointment.

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/>.