



INTRODUCTION TO SOCIAL MEDIA

MMC5636
Summer 2020
3 Credit Hours

Instructor: Kristin Blitch

Email Address: kblitch@ufl.edu

Office Phone Number and Times: 352-682-4074 -- email is the best way to reach me. I try to respond to students within 24 hours, or 48 hours at the latest. If you would like to speak to me on the phone or on Zoom, email me and we can set up an appointment. In case of an emergency, you can text me at 352-682-4074.

Virtual Office Hours: I am available Monday nights after lecture virtually (Zoom, Skype, or Facetime) or by phone appointment. If that time range does not work for you, please email me to coordinate a time.

Teaching Assistants: N/A

Course Description & Prerequisites

This course focuses on social media best practices for content, frequency, visuals, and the mechanics behind each practice. Students will learn how social media influences public relations, marketing, customer services, and other aspects of business communications. The course explores the differences between the major social media channels, their evolution, and the current and future status of social media for business.

Course Pre-Requisites / Co-Requisites: None

Course Delivery Mode & Time Commitment

This is a fully online course and you must log into Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized by week with due dates. Unless otherwise specified, each week begins on Monday at 12:00 AM, ET, and ends on Sunday at 11:59 PM, ET. The course begins with the Course Orientation (START HERE) Module, which will familiarize you with the course.

Each week, there will be a lecture to watch. Most lectures will be live and require student participation – during live lectures, there will be activities students will be required to participate in. **Live lectures are held on Mondays at 7:00 PM ET.** You will also have weekly readings, social activities, thought papers and/or assignments.

There is a midsemester and final project for this class. For the midsemester project, you will choose a company/brand, discuss, and analyze the social media marketing efforts of an event for said company/brand. For your final project, you will create a social media marketing plan for the release of the movie: *Bill & Ted Face the Music*.

Time Commitment

Expect to spend between 10 to 20 hours per week, per course, watching or attending lectures, reading, working on assignments and projects, and engaging in discussions.

Course-Level Objectives

Upon successful completion of this course, students will be able to:

- Detail the history of social media (CO: 1)
- Use social media platforms according to best practices (CO: 2)
- Create targeted content (CO: 3)
- Develop communication strategies around content (CO: 4)
- Identify social trends, how they impact strategy, and how to implement (CO: 5)
- Prepare for how changes in technology will impact social media content creation and implementation (CO: 6)

(CO = Course-Level Objective)

Textbooks & Materials

Required Course Textbook(s)

No textbooks are required for this course

Minimum Technology Requirements & Computer Skills

COMPUTER REQUIREMENTS

Basic Computer Specifications for Canvas

- [Specifications](#)
- Reliable Web Browser: Login to Canvas and make sure your Internet browser is compatible.

Peripherals

- A backup option should be available to minimize any loss of work such as an external hard drive, a USB drive, cloud storage, etc.

Hardware

- Dependable computer
- Computer speakers

- Headset with microphone
- Webcam

Software

- [Microsoft Office 365](#)
- [UF Apps](#) – access UF software applications from any device from any location, at any time.
- Canvas Mobile App: Download instructions for [iOS device](#) or [Android device](#).
- [Adobe Reader](#)
- <https://ufl.zoom.us/>

Internet Connection

- Recommended: Broadband Internet connection with a speed of 4 Mbps or higher
- To function properly, Canvas requires a high-speed Internet connection (cable modem, DSL, satellite broadband, T1, etc.). The minimum Internet connection speed to access Canvas is a consistent 1.5 Mbps (megabits per second) or higher
- [Check your Internet speed here.](#)

Subscriptions, Plug-Ins, and Other Tools

- [Adobe Flash Player](#)
- [Medium](#)
- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

MINIMUM COMPUTER AND DIGITAL INFORMATION LITERACY SKILLS REQUIREMENTS

The general and course-specific computer and digital information literacy skills you must have to succeed in the course include, but are not limited to, the following:

- Accessing the Internet
- Using Canvas
- Using email with attachments
- Creating and submitting files in processing program such as Microsoft Office Tools.
- Copying and pasting functions.
- Downloading and installing software.
- Using presentation, graphics, and other programs.
- Posting and commenting in an online discussion.
- Searching the University of Florida library and websites.

Technical Support

In the event that you have technical difficulties with your course, please contact the [UF Computing Help Desk](#) either by filling out an [online request form](#) or calling 352-392-4357 - select option 1. The Help Desk is located on the ground floor of the Hub on the UF campus.

If your technical difficulties caused you to miss a due date, you **MUST** report the problem to the Help Desk and then email your instructor. Include the ticket number that you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

IT Support

For all Technical assistance questions please contact the UF Computing Help Desk:

Phone: 352-392-HELP (4357)

Email: helpdesk@ufl.edu

Please Note

Your instructor is not able to handle technological issues or answer questions related to computer issues. If a problem of this nature arises that causes you to miss an assignment, you must provide your Help Desk ticket number to the instructor in order to receive an extension.

Course Grading Policies

Grading Criterion, Late Assignment Policy, and Expectations for Assignments

GRADING CRITERION

Lecture Participation/Lecture Discussion Papers (Total 15%)

There will be both live and recorded lectures during the semester. Live lectures will take place on **Mondays at 7:00 PM ET**. Live lectures provide students an opportunity to ask questions of the instructor and interact with peers. You are required to be an active participant during live lectures to help create an interactive experience. 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.

If you are unable to participate in live lecture, links will be provided to catch up and watch recordings. If you are unable to attend a live lecture, you are 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 in your professional life and your assignments during the week. Lecture discussion papers are due on Wednesdays by 11:59 PM ET.

You are also required to watch the recorded lectures during weeks when the lecture isn't live. If there is only a recorded lecture, you do not have to submit a lecture discussion paper. You will automatically receive a grade for this week.

Live Lecture Engagements (Total 10%)

During live lectures, students will receive a prompt based on the weekly subject matter, break into small groups, and prepare a short presentation. These engagements are required to help better understand the course material and to help build a sense of team with classmates. If you attend live lecture and participate in the live lecture engagement, you will automatically receive a grade for attending.

If you are unable to attend live lecture, links will be provided to catch up and watch recordings. In your lecture discussion paper, you must also include a section where you share your feedback/thoughts/discussion from the in lecture engagement. Failure to include the lecture engagement in your lecture discussion paper will result in no points for the live lecture engagement for this week. The live lecture engagement is due on Wednesdays at 11:59 PM ET.

Thought Papers (Total 25%)

During outlined weeks of the semester, you will be assigned a thought paper that ties directly with the content we are learning that week. The topic/prompt will require you to write a 400 – 500 word response on Medium (if you do not have a Medium account you will need to create one for this course). You will submit the link from Medium on the Thought Paper Discussion board (listed as Discussions) in Canvas. The responses to these questions will require thought, and the expectation is to apply the readings and your learnings from lecture. Thought papers are due on Fridays at 11:59 PM ET.

Assignments (Total 15%)

Assignments in this class will vary in style, but each will challenge and require you to utilize outside resources to complete. For one assignment, students will need to post from their social media account(s) weekly to analyze content part way through the semester. For another, students will be working with a small business to create a social media content calendar. Lastly, students take an online course to receive a HubSpot certification. Each of these assignments will help to enhance and develop your social media skills. Assignments are due on Sundays at 11:59 PM ET.

Midterm Project (Total 15%)

For the midterm project, you will choose a company/brand to write a 5 – 7 page paper that details, discusses, and analyzes the social media marketing efforts for an event of your chosen company/brand.

Examples of marketing events: [Refinery29: 29Rooms](#), [Red Bull: Stratos](#), [Jetblue: The Ultimate Icebreaker](#).

You will use the knowledge gained in the first six weeks of the course to provide research, analysis, and suggestions on ways to improve the social media efforts for the event.

Students will provide their chosen company/brand by week 3 via email (kblitch@ufl.edu). Companies are first come, first served.

Final Project (Total 20%)

For the final project, you will create a 7 – 10 page social media marketing plan/strategy for the release of *Bill & Ted Face the Music*.

Your final project, will detail the plan/strategy through the three phases of the movie release (event): pre-event, during the event, and post event.

You will use what you have learned throughout the course and apply your knowledge to develop your social media marketing plan/strategy.

As part of your final project, you will submit an executive summary of the marketing plan, including visuals, to be posted on Medium.

Your grade will be calculated based on the following:

Assignments/Assessments	Points	Weight (%)
Course Orientation: These assignments are required; however, they not count towards the final grade. <ul style="list-style-type: none"> • Student Introduction • Course Evaluation 	0	0%
12 Lectures (Participation) <ul style="list-style-type: none"> • Worth up to 100 points each. 	1200	15%
5-7 Live Lecture Engagements <ul style="list-style-type: none"> • Worth up to 100 points each. • 5 highest Live Lecture Engagement grades will be counted. 	500	10%
8 Thought Papers <ul style="list-style-type: none"> • Worth up to 100 points each. 	800	25%
3 Assignments <ul style="list-style-type: none"> • Worth up to 100 points each. 	300	15%
1 Midsemester Project <ul style="list-style-type: none"> • Worth up to 100 points. 	100	15%
1 Final Project <ul style="list-style-type: none"> • Worth up to 100 points. 	100	20%
TOTAL	3000	100%

Grade	Percentage
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%

The only passing grades for graduate students are A, A-, B+, B, B-, C+, C, and S. Grades of B-, C+ or C count toward a graduate degree if an equal number of credits in courses numbered 5000 or higher have been earned with grades of B+, A- and A, respectively. Grade points are not given for S and U grades; S and U grades are not used to calculate grade point averages. All letter-graded courses eligible to count toward the graduate degree, except 1000- and 2000-level courses, are used to calculate the cumulative grade-point average. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level, although the grade points associated with these letter grades are included in grade point average calculations. See the [UF grading policy](#) for more information.

LATE ASSIGNMENT POLICY

Late assignments will not be accepted unless it is a [University excused absence](#) as stated in the attendance policies. **No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.** If potential issue arise concerning submitting final work, students should contact their instructors before deadlines to discuss the possibility of an Incomplete Grade Contract.

1. Late Assignment Grade Reductions
 - a. 0-24 Hours Late: 10% reduction in grade.
 - b. Over 24 Hours (24 hours and 1 minute) to 7 Calendar Days Late: 20% reduction in grade.
 - c. After the 7th Calendar Day: Work will not be accepted.
2. Late Discussions will not be accepted.

EXPECTATIONS FOR ASSIGNMENTS

- **Missed Live Lectures** – If you miss live lecture, a recording of the lecture will be provided if you cannot attend. You will be responsible to "make-up" the missed lecture by viewing the recorded lecture and completing a required assignment. You are 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 in your professional life and your assignments during the week. Lecture discussion papers are due on Wednesdays by 11:59 PM ET.
- **Course Evaluation**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Accessibility Policy

Students requiring reasonable access to services and resources required by the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, and other applicable federal and state regulations, please access [UF Accessibility](#) for all options available to you. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Please register early!

Contact Information

- For ADA questions: Dr. Russ Froman, rfroman@ufl.edu , Phone: 352 - 273-1094
- Disability Resource Center: Gerry Altamirano, galtamirano@ufl.edu , Phone: 352 - 392-8565
- Electronic Information Technology & Communication Accessibility: Anne Allen, alallen@ufl.edu , Phone: 352- 871-2707
- For persons with hearing or speech related accessibility needs: When trying to access an office on campus that does not list a TDD/TTY number, contact the Florida Relay Service at 800-955-8771(TDD) or 711 (V/TDD).

Accessibility Resource Center

University of Florida
PO Box 114085
Gainesville, FL 32611-4085
Phone: 352-392-8565
[Email: accessuf@dso.ufl.edu](mailto:accessuf@dso.ufl.edu)

Address

Environmental Health and Safety Administrative Offices
916 Newell Dr
Gainesville, FL 32603

For more information, see UF's [Electronic Information Technology Accessibility \(EITA\) Policy](#).

Communication Policy

EXPECTATIONS FOR STUDENTS *(Revise, as necessary.)*

Announcements

You are responsible for reading all announcements posted in the courseroom each time you log in.

Email

You are responsible for reading all your course email and responding in a timely manner (within 24 hours).

Lectures/Videos

You are responsible for attending live/recorded lectures. If you cannot attend live lectures, please follow the (late) submission guidelines. If you are unable to attend lecture for any reason, advise the instructor and/or your team at least 24 hours in advance (exceptions can be made for legitimate emergencies). You are expected to demonstrate netiquette and etiquette communication expectations.

Course-Related Questions

Post course-related questions to the FAQ discussion board. This allows other participants with the same question to benefit from the responses. Also, make sure you review this forum prior to posting a question. Someone may have already asked and answered the question in previous posts.

INSTRUCTOR'S PLAN FOR CLASSROOM RESPONSE TIME AND FEEDBACK

Email Policy

Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. You should ask course-related questions in the FAQ discussion board. If you have questions of a personal nature, please email the instructor.

Assignment Feedback Policy

The instructor will provide feedback on submitted assignments within one week of the submission date. Some assignments may require a longer review period, which the instructor will communicate to you.

Course-Related Questions Policy

Except weekends and holidays, the instructor will generally answer questions within 48 hours.

Video Conferencing

The instructor will provide any information on required video conferencing within the courseroom.

Electronic Communication Policy

In addition to the University's policy, please consider the following:

- Privacy, confidentiality, and security in all electronic communications. See [Information Security](#).
- All electronic communication resources must be used for the course and in alignment with to the CJC Online and University mission. See the [Acceptable Use Policy](#).
- Prohibited use of false identity, false identity pseudonyms, or anonymous (sender's name or electronic identification is hidden).
- Prohibited online access without consent.
- Prohibited disruption of services including introducing computer contaminants (viruses).
- Prohibited [harassment](#) of any kind.

Please see UF's Information Technology [policies](#) for additional information.

Select CJC and University Policies and Guidelines

Academic Integrity Policy

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code."

The [Student Honor Code](#), Violation of the Student Honor Code, specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to the appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA's in this class.

Netiquette

Casual style of communication is commonly found in the online environment and students are sometimes tempted to relax their grammar, word choice, syntax (arrangement of words to create well-formed sentences), writing mechanics (capitalization, punctuation, and spelling), and/or professionalism. Keep in mind when communicating with others to be courteous, civil, respectful, and professional. Please remember that you are adult students and professionals—your communication must be appropriate.

Online Attendance Policy

Since the course is online, you should access your course at least four times per week to ensure you do not miss pertinent postings, messages, or announcements. It is imperative that you meet course deadlines and stay active in discussion boards, group projects, etc. If you are experiencing a major illness, absences due to University duties, or other large-scale issues, contact the instructor immediately.

Students are responsible for meeting all academic objectives as defined by the instructor. In general, acceptable reasons for absences include illness, serious family emergencies, special curricular requirements, military obligation, [severe weather conditions](#), [religious holidays](#), and participation in official University activities. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. [Excused absences](#) must be consistent with university policies in the Graduate Catalog and require appropriate documentation. For additional information, see the [attendance policies](#).

Plagiarism

Plagiarism is unacceptable; especially, in the academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, submission of academic work that has been purchased or obtained (see the [UF Policy: Student Conduct Violation](#)). Remember that plagiarism is not acceptable in any of your work including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. Always cite your sources!

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Notification to Students of FERPA Rights

There are federal laws ([FERPA](#)) protecting your privacy with regards to grades earned in courses and on individual assignments.

Video Conferencing Etiquette

Video conferencing is an excellent tool to interface with your peers and instructor(s) and there are also netiquette expectations to ensure that all participants are respected and treated with civility. Please make sure that you follow all of the netiquette and [etiquette](#) expectations including the following:

1. Be punctual and courteous.
2. Position your camera at eye level with good lighting.
3. Show respect and professionalism by dressing business casual or business professional.
4. Make sure your background is in a proper setting with minimal distractions.

5. Mute your microphone when you are not speaking.

Writing Style

In order to meet the academic rigor and standards of a graduate program, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, intext citing and references, etc. For additional information on notable changes, see [changes between APA 6th Edition and APA 7th Edition](#).

Academic and Student Resources

Academic Resources

- [One UF Student Portal](#) – Course registration, final grades, transcript requests, degree audit.
- [GatorEvals](#) – Online faculty evaluations and results.
- [UF Bookstore](#): Phone: 352-392-0194, Email: ufbookstore@bsd.ufl.edu
- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.
[UF Library Services for Distance Students](#)
[Ask a Librarian](#) – chat with librarians online.
CJC Librarian - [April Hines](#), Phone: 352-273-2728, Email: aprhone@uflib.ufl.edu.
[Course Reserves](#): Electronic resource reserve items that can be accessed via links or files.
- [Copyright Concerns of Graduate Researchers](#): Information and resource guide on copyright concerns.
- [Teaching Center](#): General study skills and tutoring. Broward Hall, Phone: 352-392-2010 or 352-392-6420.
- [Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.
- [Online Student Complaints](#): This process is designed to make every attempt to resolve student complaints within its academic and administrative departments at the program level.
- [Information for Veterans](#): Veterans Affairs Certification: Phone: 352 - 294-2948

Student Resources

- [Graduate Student Resources](#): Available resources for graduate students. Your advisors are here to support you, answer questions, help with registration, and other sources. Email onlineadvising@jou.ufl.edu.
- [U Matter, We Care](#): If you or a friend is in distress, please contact umatter@ufl.edu or Phone: 352-294-2273 so that a team member can reach out.

- [Counseling and Wellness Center: 3190 Radio Road, Gainesville, FL 32611](#)
[Phone: \(352\) 392-1575, Fax: \(352\) 273-4738](#)
- [Sexual Violence Response](#): Victim services, Care Area, UF Police Department, and Title IX.
- [University Police Department](#): Resources available include the Office of Victim Services and Community Services Division. Emergency: 9-1-1; Non-Emergency: 352-392-1111.
- [Gator Connect](#): Online database of student organizations.
- [Career Connection Center](#): Career assistance and counseling. Reitz Union, Phone: 352-392-1601.
- [Veteran Services](#): Office of Student Veteran Services, Phone: 352-294-2948, email: vacounselor@ufl.edu. | Collegiate Veterans Success Center, Phone: 352- 294-7215, email: charlotte.kemper@va.gov.
- [Student Financial Affairs](#): Financial aid counseling including Aid-a-Gator program. Phone: 352-392-1275.
- [Student Success Coach](#): Meet with a graduate student coach that can support you in numerous ways during your time in graduate school, such as time and stress management, motivation, organization, and much more.



The instructor reserves the right to adjust this syllabus, as necessary.