

COURSE SYLLABUS
PUR4932: Social Media Analytics
Section 11D7 – Class #26546 – Fall 2020

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CLASS TIME Tuesdays, 1:55 – 2:45 p.m. | On your own (Asynchronous)
Thursdays, 1:55 – 3:50 p.m. | Live Zoom sessions (Synchronous)

OFFICE HOURS Email to set an appointment

COURSE OVERVIEW

Social media provide a wealth of data that can help organizations better understand and build relationships with their publics. In this three-credit course, you will learn to leverage social media data to draw insights about an organization and its publics, provide actionable, data-driven recommendations and inform social media strategy.

You will gain hands-on experience analyzing native analytics, using measurement tools, developing evaluation plans and building and presenting social media analytics reports.

This course is centered on you and your needs. Real-world applications will help you build a robust portfolio that showcases your social media analytics and evaluation skills.

COURSE OBJECTIVES

In this course, you will gain experience measuring the success of social media efforts and analyzing social media data to prepare you to meet the demands of today's industry. You will:

- Understand the role of social media data and analytics in helping organizations achieve their goals and understand their publics;
- Identify and select key performance indicators to accurately measure the success of social media efforts;
- Analyze social media data using native analytics (e.g. Facebook, Twitter, Instagram) and social media measurement tools;
- Draw meaningful insights and provide actionable and strategic recommendations based on thorough social media data analysis;
- Develop social media measurement plans and analytics reports, and communicate findings and recommendations effectively;
- Examine the ethical and legal implications of leveraging social media data;

- 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.

PREREQUISITE

You must have completed PUR3622 Social Media Management with a grade of a C or better.

COURSE FORMAT AND CONTENT

This course will be 100% online, through e-Learning on Canvas (<https://elearning.ufl.edu/>). It will be a combination of both asynchronous and synchronous sessions.

- **Tuesdays, 1:55 – 2:45 p.m. | On your own (Asynchronous)**
Use this class time to watch any videos or complete readings assigned for the week, so you may be prepared to actively participate during Thursday's live Zoom session.
- **Thursdays, 1:55 – 3:50 p.m. | Live Zoom sessions (Synchronous)**

We will meet virtually via Zoom every Thursday for live lectures and interactive discussions. The Zoom links are posted on Canvas.

Materials will be published each Friday for the following week. I will also send a weekly email every Friday with announcements and upcoming assignments. It is important for you to keep up with all course materials. Canvas can also remind you of upcoming due dates. Please check the site daily.

Privacy Notice

Our class sessions may be audio visually recorded and posted on Canvas. If you participate with your camera on or use a profile image, you agree to have your video or image recorded. If you do not consent, please keep your camera off and do not use a profile image. Likewise, if you unmute during class to participate verbally, you agree to having your voice recorded. If you would not like to have your voice recorded, please stay on mute and communicate in the chat. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

COURSE MATERIALS

We do not have a specific textbook for this course, but there will be required weekly online readings and videos assigned each week. You will also be asked to use social media platforms, such as Facebook, Instagram, LinkedIn and Twitter, to complete several assignments for this course.

ATTENDANCE & PARTICIPATION

Attendance in the Live Zoom sessions is not required but it is important. We will only be meeting 14 times throughout the semester, so it is especially important that you attend and actively participate to make the most of the course. I will take attendance every class.

If you know you will be absent or late to a Zoom session, please notify me as early as possible. Course materials and assignments will be available on Canvas, and you may ask your peers for class notes. Please also let me know if you have any technical issues connecting to the session.

Together we will set expectations for attendance and participation in the Live Zoom sessions during the first week of class.

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

Social media measurement takes time and practice. Sometimes the data doesn't seem to make sense, and it can be tempting to make unfounded assumptions. Pay attention to detail, be curious and question everything.

Also manage your time wisely. Please do not wait until the last minute to start working on your assignments. Public relations and social media professionals are often bound by tight, important deadlines and missing these can damage their and their clients' reputation.

Everything you write for this course must be coherent, logical and carefully edited. All assignments must be "client-ready," which means they have been proofread, reviewed and formatted so they are ready to submit to your client (or in this case, to me). Closely review all numbers and data points – it's easy to make a mistake.

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

All assignments are due on Canvas by 11:59 p.m. on the due date. Late work will not be accepted.

Requirements for make-up assignments and other work in this course are consistent with university policies found at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

GRADING POLICY

Final grades will be based on the following scale:

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|------|---------|------|-----------|
| • A | 92-100% | • C | 72-77% |
| • A- | 90-91% | • C- | 70-71% |
| • B+ | 88-89% | • D+ | 68-69% |
| • B | 82-87% | • D | 62-67% |
| • B- | 80-81% | • D- | 60-61% |
| • C+ | 78-79% | • E | below 60% |

Components of Your Final Grade

- **Discussions & Activities (25%)** – Discussions and activities will encourage you to think critically and apply the skills learned throughout the course, including evaluating measurement tools, setting benchmarks and analyzing data directly from Facebook, Twitter, Instagram, etc. This will also include peer reviews of assignments. Specific details about each assignment will be provided throughout the semester.
- **Group Social Media Analytics Report (35%)** – With your group, you will develop a social media analytics report with actionable recommendations for a client. You will complete several components of the plan throughout the semester that will count toward your final grade. The final project will require you to create a PPT and present as a team via Zoom.

Your team members' evaluations of your contribution and overall participation will affect your grade, too. See the breakdown below:

- Components – 45%
 - Final Project and Presentation – 45%
 - Peer Evaluations – 10%
- **Monthly Analytics Tracker (15%)** – You will build and maintain a monthly analytics tracker for your client throughout the semester. This tracker must be in spreadsheet form. You will complete this with your group. More details to come.
 - **Case Study (10%)** – You will select one social media campaign and analyze how successfully the organization evaluated its social media efforts. Did it set SMART outcome objectives? Were these aligned to business and communications goals? Which KPIs did it measure? What could it have done differently?
 - **Class Participation (15%)** – Though attendance isn't mandatory, your participation is important in this course. 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 throughout the semester. This grade will take into consideration both Zoom and online participation.

CONTACTING ME

Please feel free to email me at any time during the semester about any questions or concerns you have. I'm happy to provide feedback or guidance on any assignments. You may also email me to schedule an appointment for a Zoom conference call or phone call. I will always do my best to make myself available, but please allow up to 48 hours for a response.

DIVERSITY, INCLUSION & EQUITY

I am committed to making this course and all our interactions diverse, inclusive and equitable. While these may sound like cliché buzzwords, know this: you matter to me.

In this course, we will welcome and respect each other's diverse experiences, backgrounds and opinions. I will also be intentional about sharing materials and activities that highlight and respect our diversity: race, ethnicity, culture, socioeconomic status, sexuality, gender, ability and age. Your suggestions are always encouraged and appreciated.

If I can make this a better learning experience for you, in any way, please let me know and we will work together to make it happen.

STUDENTS WITH DISABILITIES

Students requesting classroom accommodations 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. If you have an accommodation letter, please let me know as early as possible in the semester.

To contact the Disability Resource Center, visit <https://disability.ufl.edu/> or call 352-392-8565.

COURSE PROFESSIONALISM

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. You are expected to conduct yourself in an honest, ethical, respectful and courteous manner with other students and with me, abiding by the UF Student Conduct and Honor Codes.

Because this course will be entirely online, please follow rules of common courtesy for email, discussions and chats. UF provides a Netiquette Guide for Online Courses here: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

ACADEMIC HONESTY

The work you submit for this course must be your own. It must also 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.

Use APA format to cite all sources, including websites and social media pages. Anything copied word for word must have quotations around it and clear attribution. This must be done for all discussions, assignments and projects. You must also list your sources in a references page.

As a UF student, you are bound the UF Student Conduct and Honor Codes, which provide examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and fabrication. Any case of academic dishonesty will result in failing the course. I will follow university guidelines for any incidents of academic dishonesty.

To view the UF Student Conduct and Honor Codes, visit:

<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

ONLINE COURSE EVALUATION POLICY

At the end of the semester, please 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.ua.ufl.edu/students/>. You will be notified when the evaluation period opens and can complete evaluations through the email you receive from GatorEvals, in your Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

COURSE TIMELINE

WEEK	MODULE	WHAT'S DUE?
Week 1: Aug. 31	Introduction & Why Social Media Analytics Matter	<ul style="list-style-type: none"> • Getting to Know You Info Sheet • Activity: Introduction Slide
Week 2: Sept. 7	Social Media Metrics Refresher	
Week 3: Sept. 14	Setting Goals, Objectives and Benchmarks	<ul style="list-style-type: none"> • Activity: Measurement Tools
Week 4: Sept. 21	Measurement and Attribution Across the Customer Journey	<ul style="list-style-type: none"> • Group Project: Social Media Audit & Setting Benchmarks • Peer Review
Week 5: Sept. 28	Using Excel to Analyze Data – Part 1	<ul style="list-style-type: none"> • September Analytics Tracker • Peer & Self Evaluation #1
Week 6: Oct. 5	Using Excel to Analyze Data – Part 2	<ul style="list-style-type: none"> • Activity: Excel Data Report
Week 7: Oct. 12	Social Media Audience Analytics	
Week 8: Oct. 19	Drawing Meaningful Insights	<ul style="list-style-type: none"> • Group Project: Audience Insights • Peer Review
Week 9: Oct. 26	Making Actionable Recommendations	<ul style="list-style-type: none"> • October Analytics Tracker • Peer & Self Evaluation #2
Week 10: Nov. 2	Reporting Social Media Analytics	
Week 11: Nov. 9	Examining Case Studies	<ul style="list-style-type: none"> • Group Project: Insights and Recommendations • Peer Review
Week 12: Nov. 16	Brand Lift and Conversion Studies	
Week 13: Nov. 23	THANKSGIVING	<ul style="list-style-type: none"> • Case Study Analysis
Week 14: Nov. 30	In-Class Work Day & Team Meetings	
Week 15: Dec. 7	LAST WEEK OF CLASS	<ul style="list-style-type: none"> • Final Group Project & Presentations • Peer & Self Evaluation #3

**Subject to change throughout the semester.*

CAMPUS RESOURCES

Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).
- *University Police Department*: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

Academic Resources

- *E-learning technical support*: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- *Career Connections Center*: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- *Library Support*: Various ways to receive assistance with respect to using the libraries or finding resources.
- *Teaching Center*: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- *Writing Studio*: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- *Student Complaints On-Campus*: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).
- *On-Line Students Complaints*: [View the Distance Learning Student Complaint Process](#).