

PUR 3622: Social Media Management • Fall 2022

Instructor

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Office Hours: R 11 am – 1 pm

Class Time

F: Period 3-5 (9:35 am – 12:35 pm)
Room: Weimer 1078
Section: 3D15
Class #: 25323

Required Texts

- **For purchase:**
 - Freberg, K. (2022). *Social media for strategic communication: Creative strategies and research-based approaches*. (2nd ed.). SAGE Publications.
 - ISBN: 978-1071826881

Additional Readings

- Throughout the semester, students will be expected to read beyond the text. Additional readings are publicly available and linked in the course schedule (see “Course Schedule” in syllabus). Scholarly articles are uploaded to Canvas files.

Course Description

- Social media has changed the way that organizations communicate with audiences and has provided creators a platform to reach millions of people. This project-based course will explore social media from a public relations perspective. By the end of the course, you will understand how strategic communication has evolved from social media’s inception. You will complete hands-on activities by publishing your own content and working with a group to create a social media campaign from the initial research to the evaluation phase, familiarizing yourself with the RPIE model.

Course Goals and Objectives

- In this course, you will learn the basic social media skills of public relations and digital professionals to prepare you to meet today’s demands. You will:
 - Analyze the social media landscape and its role in public relations.
 - Apply best practices to social media management for clients.
 - Create and tailor a social media campaign based on your target audience and objectives.
 - Use social media platforms to post and engage with peers’ content.
 - Obtain the Hootsuite Platform Certification.
 - Identify the performance indicators and measure the success of social media efforts.
 - Understand newsjacking, cancel culture, social media monitoring and listening, and content planning.
 - Examine the ethical and legal implications and potential risks of social media for clients and organizations.
 - Develop and apply critical thinking, listening, and professional skills through applied assignments that mimic industry work with clients and peers.

- Enhance your public speaking and professional presentation skills.

Course Format

- Students will attend class in-person every Friday from 9:35 am to 12:35 pm in Weimer 1078. Exceptions are October 28th, November 11th, and November 25th for university holidays and instructor conflicts.

Other Course Policies

- The University of Florida Honor Code applies to all activities associated with this class.
- A large course component relies on student presentations. It is your responsibility to afford the same respect to others that you would like when you present your project. Therefore, electronic devices must be put away during peer presentations.
- Students are expected to read the assigned readings and take accompanying reading quizzes. This will never be an overwhelming amount of reading.
- Active student participation is crucial in ensuring a successful relationship with the client and success in this course.
- All work will be judged by professional standards. I will grade written assignments with care and expect that you will write with the same responsibility and precision you applied to your previous writing courses.
- All work must be typed and visually appealing with no spelling, grammar, or APA style grammatical errors. Points will be deducted for such errors.
 - More information on APA style [can be found here](#).
 - I *strongly* suggest reading your work multiple times prior to submission.

Deadlines & Late Work Policy

- Unless otherwise stated, assignments are due by class time or 11:59 pm. Assignments that **do not have an in-class presentation component** will be accepted 24 hours after the deadline for a 50% penalty.

Grading

Grades are *earned* via seven modes: (1) class attendance and participation, (2) reading quizzes, (3) themed week solo presentation, (4) weekly(ish) assignments, (5) platform engagement and interaction, (6) Hootsuite Platform certification, (7) group influencer project.

Mode	Percentage of Grade
Class attendance and participation	10%
Weekly reading quizzes	15%
Platform engagement & interaction	5%
Solo themed social media project	20%
Social media activities	15%
Hootsuite Platform Certification	5%
Group project	30%

Grading scale: 100 – 93 A; 92 – 90 A-; 89 – 87 B+; 86 – 84 B; 83 – 80 B-; 79 – 77 C+; 76 – 74 C; 73 – 70 C-; 69 – 67 D+; 66 – 64 D; 63 – 60 D-; 59 and below E

Class attendance and participation (15%)

- Attendance is *required* for each scheduled class meeting. You must be fully present during class, contribute to discussions, and demonstrate through your comments that you have understood the assigned readings and are engaged in the lecture. Your attendance grade will be negatively impacted by ANY unexcused absence, especially because class time will sometimes be devoted to group work and peer presentations. An excused absence is one supported by documentation (e.g., from UF or a doctor’s note) or specifically approved by the instructor prior to the absence. Regardless of the reason for your absence, you are responsible for all class work missed, and a missed class is not an excuse for missing a deadline. Late arrivals and/or early departures from class (without prior approval from the instructor) or multitasking during class will count as an unexcused absence.
- In addition, you should be engaging with the weekly speakers.

Weekly reading quizzes (15%)

- The intent behind the weekly reading quizzes is to assess your understanding of key concepts relayed to you during the textbook readings and recorded lectures throughout the semester. The goal is to ensure you come to each class meeting ready to participate and engage in the lecture/student presentations. Weekly reading quizzes will be due every Thursday at 11:59 pm. Question form may vary – some may be short answer, some multiple choice and true/false, or a combination. These quizzes will replace the need for a midterm or final exam. Out of the 10, the lowest will be dropped, making 9 count toward your final grade.

Platform engagement and interaction (5%)

- Your first class task will be to create private social media accounts specifically for this class. The solo themed projects will hinge on posting and interacting, so it is crucial you create these accounts. You do not have to use your real name, but you must tell the instructor and class your username on each platform via a Canvas discussion board, so that we can all follow each other. **You may not use your personal accounts – this must be specific to class so that we do not have any outside engagement.** If you use your UF email for your personal social media accounts, you may want to create a Gmail account that you can delete after class.
- **You must create an Instagram, Twitter and TikTok account for this class.**
- **Conduct:** these accounts will be used strictly for class solo projects, engagement, and interaction. If there is **any** evidence of harassment on these sites that violates the University of Florida Student Honor Code and Student Conduct Code, the instructor will take immediate action against the student.
- **The purpose of these accounts begins and ends with this class. You will post for your solo project and interact with peers’ posts each week.**

Solo themed project (20%)

- On the second day of class, you will choose when to present your project. Once you have chosen a date, it will be your job to consult the text and search for academic/applied resources on best practices for your theme.
- For this project, you will plan, post, and evaluate five pieces of content. Notice that this will be three posts on one site – this is at your discretion. Be creative and think of the different kinds of posts – stories, grid posts, trends, memes, etc. There will be four components to complete this project:
 - **Two weeks before presentation:** First, you will submit a complete content calendar and SMART objectives that will map your posts for **one week**. Consider the instructor feedback you received on the practice content calendar and use the Canvas content calendar template for guidance. Your posts should be staggered and begin immediately after content calendar submission. Submissions will be accepted on Canvas.
 - **Creating and posting content:** You will create and post five unique pieces of content to your class social media accounts. **All posts must be live at least one week before your presentation to allow for evaluation.** I am giving you total creative freedom with this. You get to decide the circumstances, type of posts, sponsored content, etc.
 - **One week before presentation:** Before your presentation, your next task asks you to evaluate your content. You will analyze your posts in detail using table evaluation template on Canvas. More information can be found on text page 328. This Excel sheet will be accompanied by a 2-4 page essay stating your reasoning for each of the posts and how you think they performed. **This due by class time the day of your presentation.**
 - **Presentation day:** On your selected date, you will give a ~10-12 minute in-class presentation that covers your content calendar, posts, and evaluation. Your presentation should consist of at least 9 slides.

Social media activities (15%)

- Throughout the semester, you will complete nine assignments:
 - **Personal brand:** In class September 2nd, you will take the personal brand quiz and answer some questions on what that means for your social media presence.
 - **Cancel Culture:** Working in groups during class September 2nd, you will identify a company/influencer/celebrity that has been cancelled on social media. You will complete a short write up and give an informal review of your findings to the class.
 - **Newsjacking:** Working in groups during class September 9th, you will identify an organization that recently hopped on a social media trend. You will complete a short write up and give an informal review of your findings to the class.
 - **Practice Content Calendar & SMART Objectives:** Using what you learned in class September 16th, you will complete a mock content calendar and SMART objectives for an organization. More details can be found on Canvas. **This is due on September 18th.**
 - **Sports team:** Working in groups during class September 23rd, you will identify a sports team on social media and create a social media game plan. You will complete a short write up and informally report your findings to the class.

- **Misinformation:** Working in groups during class October 14th, you will imagine you are counseling a major influencer that has just posted major misinformation. You will complete a short write up and report your response to the class.
- **Entertainment Industry:** Working in groups based on music taste on October 21st, you will identify an artist that is using social media to its full potential and counsel them on future success. You will complete a short write up and report your findings to the class.
- **Crisis Communications and Emergency Management:** After reading about managing social media for crisis communication and emergency management, you will identify an organization that has spoken up about a social issue and write a 2-3 page response. More details can be found on Canvas. **This is due on October 28th.**
- **Food and Drink:** Working in groups in class on November 18th, you create a social media plan for a fast-food restaurant bringing back a “missed” item. You will complete a short write up and report your findings to the class.

Hootsuite Platform Certification (5%)

- Mid-semester, you will complete the Hootsuite Platform Certification. This certification is recognized by industry professionals and helps you showcase your expertise on the platform. This assignment is due by **11:59 pm Friday, October 28th.**
- If you have completed the Hootsuite Platform Certification for another course in a previous semester, you should complete Hootsuite’s Marketing Certification for this assignment instead.
- Instructions for free student access and tips for success on the exam can be found on Canvas.

Group project (30%)

- Throughout the semester, you will work with an assigned group to assess and develop a social media plan for an influencer client following the RPIE model of research, planning, implementation, and evaluation. There will be five phases to the project: research and audit, campaign idea, content & channel strategy and calendar, campaign evaluation/final project, and the in-class presentation.
- **Research and audit**
 - After your client is approved (we will have a class vote), you will begin by completing a content audit, competitor analysis, and audience analysis for your client. More details can be found on Canvas. **This is due on October 2nd.**
- **Campaign idea**
 - Now that the research is complete, you will create a *fictitious* social media campaign. Imagine you need to convince your client to actually implement this campaign. Your next task is to write a proposal that describes your social media campaign and how it can meet an opportunity for your client. More details can be found on Canvas. **This is due on October 16th.**
- **Content & channel strategy and calendar**
 - You’ve proposed a social media campaign for your client, and they’ve agreed to implement your campaign. Now, it’s time to get to work and determine how it will come to life. You and your group will create a content and channel strategy

specific to your social media campaign. You'll also develop a content calendar and make content. More details can be found on Canvas. **This is due on November 13th.**

- **Campaign evaluation/final project**
 - Measurement and evaluation help prove the value and success of social media efforts. For this step, you and your group will explain how you can evaluate the success of your campaign for your client. More details can be found on Canvas.
 - Along with this assignment, you should put each of the previous project pieces (research and audit, campaign idea, content & channel strategy and calendar, and content examples) along with the evaluation piece to create a complete social media campaign. Done correctly, this document should have a place in your professional portfolio. **This is due on December 7th.**
 - **On December 2nd,** each group will present the culmination of their work in class. We will each bring food and drink to enjoy during the presentations.
 - **By December 7th,** each student will submit a peer evaluation assessing their group's work throughout the semester.

College of Journalism and 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 sharing 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 and 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.

Notes

- **Florida House Bill 7:** In this course, we may cover sensitive and/or challenging subjects. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar that you can be. We encourage you to understand all concepts presented in class, but we know that what you personally choose to believe is your business.
- **Course recording by instructor:** Our class sessions may be audio and visually recorded for students in the class to refer back or for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video image recorded. If you are unwilling to consent to have your profile image or video image recorded, be sure to keep your camera off and do not use a profile image. Relatedly, students who unmute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the “chat” feature, which allows students to type questions and comments live. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.
- **Academic honesty:** Students must abide by the Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a failing grade on the assignment or assessment. Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/
- **Disability accommodations:** Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with the instructor and discuss their access needs as early as possible in the semester.
- **Counseling center:** University counseling and mental health services are available to you at <https://counseling.ufl.edu/> or at 352.392.1575.
- **Religious observance:** Religiously observant students wishing to be absent on holidays that require missing class should notify the instructor at the beginning of the semester and should discuss with them in advance acceptable ways of making up any missed work.
- **Excused absences for University Extracurricular Activities:** Students participating in officially sanctioned, scheduled university extracurricular activities will be given the opportunity to make up any graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work.

- **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 here](#). 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/>

Course Schedule			
Week/Class Meeting	Objective	Reading	Assignments
1 August 26 th	Course intro & social media ethics	Text: Chapter 2 (Optional)	Make social media accounts and follow classmates by Thursday, Sept. 1. Complete interest survey by class time September 2 nd .
2 September 2 nd	Personal branding; Diversity & inclusion in social media	Text: Chapters 3 & 4	In-class activities: Personal brand; cancel culture
3 September 9 th	Social media strategy & monitoring, listening, analysis	Text: Chapter 6	In-class activities: Newsjacking, class votes for influencers, group contracts
4 September 16 th	Creating and managing content	Text: Chapter 12 Optional: Chapter 13	Practice content calendar & SMART objectives by September 18 th 11:59 pm
5 September 23 rd	Audience analysis; sports & social media	Text: Chapter 11 + Pages 378 – 384 How to Use Social Media in Sports to Keep Fans Engaged	In-class activity: Sports team
6 September 30 th	Influencer marketing; personal crisis – celebrity/influencer apologies	Text: Chapter 8 The Slap Heard Across Social Media Will Smith Apologizes on Social Media	Group project: Research and audit by October 2 nd 11:59 pm
7 October 7 th	Organizational crises	Text: Pages 360 – 367 Four examples of social media crises that could have been prevented Three great examples of crisis management on social media	--
8 October 14 th	Journalism & social media	Text: Pages 367 – 372 NYT Social Media Guidelines Pew Research Center Social Media News Consumption	Group project: Campaign idea by October 16 th 11:59 pm In-class activity: Misinformation on social media
9 October 21 st	Social media in entertainment – music and movies	Text: Pages 350 - 355 Social Media & The Entertainment Industry Taylor Swift is the best Content Marketer	In-class assignment: Social media and the entertainment industry

		Twilight's Social Media Presence	
10 October 28 th	No class meeting - Social media for extraordinary circumstances	How to Use Social Media for Crisis Communications and Emergency Management	Crisis Communications and Emergency Management activity by October 28 th 11:59 pm
11 November 4 th	Political campaigns & social media	Bossetta (2018) How Social Media is Shaping Political Campaigns Social Media and Politics	---
12 November 11 th	No Class - Veteran's Day Work on your content & channel strategy and calendar - due 11:59 pm Sunday, November 13th		
13 November 18 th	Food & drink/paid media	Text: Chapter 9 20 Restaurants Using Social Media Successfully	In-class activity: Food and drink brands on social media
14 November 25 th	No class - Thanksgiving week Work on your evaluation and final project!		
15 December 2 nd	Group presentations/social	--	Evaluation and final project by 11:59 pm December 7 th
16 December 9 th	No class - Reading Day Happy holidays and enjoy your break!		