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COURSE SYLLABUS

PUR 3622: Social Media Management

Summer 2023

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Instructor: Luna P. Gonzalez, Department of Public Relations

Course Time & Location: Asynchronous, online

Contact: lpittetgonzalez@ufl.edu or via text at +1.352.359.5935

Office Hours: Office hours are held via Zoom by scheduled appointment.

Course Overview:

Social media has 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 reach key audiences.

Social media changes every day. Because of this, the course content may also change, allowing us to address and analyze what's happening across the industry.

This course is centered on you and your needs. As such, the course 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.

Required Materials:

We do not have a specific textbook for this course, but we will use the below materials throughout the semester:

- Hootsuite Academy. *Social Marketing Training and Platform Certification*
  - Free course: https://education.hootsuite.com/courses/social-marketing-education
- Because of the ever-changing nature of social media, required online readings will be assigned throughout the course.
- 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.
  - Free course: https://education.hootsuite.com/courses/social-marketing-education

Course Objectives:

In this class, students will master the basic social media skills of public relations and digital professionals to prepare them 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:

- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;

- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;

- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;

- present images and information effectively and creatively, using appropriate tools and technologies;

- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;

- effectively and correctly apply basic numerical and statistical concepts;

- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

- apply tools and technologies appropriate for the communications professions in which they work.

Course Grades:

Final grades will be based on the following scale:

- 90 – 100 percent   A

- 87 – 89 percent   B+

- 80 – 86 percent   B

- 77 – 79 percent   C+

- 70 – 76 percent   C

- 60 – 69 percent   D

- 0 – 59 percent   E

For any questions regarding a given grade, please contact me within 48 hours after the grade is received.

Components of the final grade

Exam (30 percent) – You will have one final exam that will consist of putting together a social media strategy for a client by responding to 7-10 questions.

Activities (20 percent) – You will also complete activities, which have the purpose of putting into practice what you're learning throughout the week. Writing errors (such as grammar, spelling, syntax, etc.) will negatively affect your grade.

Individual Discussions (15 percent) – You will complete discussions related to some of the week's materials. The purpose of these discussions is to encourage you to keep up with the industry, use your critical thinking skills and share varying perspectives. Writing errors (such as grammar, spelling, syntax, etc.) will negatively affect your grade. Citations in APA style must be included in these assignments.

Quizzes (20 percent)- Weekly quizzes about the assigned readings and videos.

Hootsuite Platform Certification (15 percent) – You will complete your Hootsuite Platform Certification this semester. If you're already certified, you will be given an alternative assignment.

Course Professionalism:

The College of Journalism and Communications is a professional institution that requires students to maintain a high level of professional behavior at all times. This includes being honest, ethical, and respectful towards fellow students and instructors while adhering to the UF Student Conduct & Honor Codes. Additionally, all class members must observe basic

etiquette when communicating via email, threaded discussions, and chats. All students should review the The Netiquette Guide for Online Courses by clicking here.

As this class is conducted asynchronously and online, you may watch the lectures and complete the readings whenever fits best into your schedule. The deadlines for exams and assignments are, however, definitive, as they usually are in the professional world. Late submissions can be accepted up to 24 hours after the due date if you can provide me with an acceptable excuse for the late submission. I recommend you to contact me as soon as you realize you might not reach the deadline so we can work on a solution together. Up to 10 points may be deducted from your grade in case of a late submission.

To ensure consistency with university policies, the requirements for make-up assignments and other work in this course can be found by clicking here. If you experience technical issues and need to request a make-up, you must provide the ticket number received from LSS when reporting the problem. This ticket number will document the date and time of the issue. To request a make-up, you must email me within 24 hours of the technical difficulty. The UF Help Desk is available 24/7 to assist with any technical issues and can be contacted at:

• http://helpdesk.ufl.edu/

• (352) 392-HELP (4357)

• helpdesk@ufl.edu.

Academic Honesty:

The work you submit for this course must be your own and any external source must be cited appropriately. These citations must be done in-text and in a reference section, following the APA citation method.

Submitted work must be original. You may not submit anything that was previously made and used for any other purpose than this class, unless we have first discussed it and I have given you permission to do so. In addition, while I encourage you to use any tools available, including technology, to improve your work, I must insist that any submitted work must be your own. Tools such as AI-generated texts can be useful as a start or to perfect what you have already done yourself, but should not be used to complete the assignment in its entirety. Spotting copy-pasted AI generated assignments is easier than you expect and such submissions will be reported. In compliance with the UF Honor Code, instances of academic misconduct, which include cheating, plagiarism, misrepresentation, and fabrication will result in a failing grade for the course, and additional punishment might occur based on university policies.

This course's recorded lectures may be used for personal educational use, in connection with a complaint to the university, or as evidence in, or in preparation for, a criminal or civil proceeding. You may not use the recordings of the lectures for any other purpose and you may not publish or share access to the lectures without my written consent.

I strongly encourage you to review the UF Honor Code regularly and contact me if you have any other questions regarding the application of the code in this course. Click here to review the UF Honor Code.

Inclusivity:

The practice of communication requires us to be open to diverse backgrounds, opinions and experiences. Exposing ourselves to diversity enriches our understanding of the world and enhances our ability to engage with diverse audiences. Therefore, it is crucial for us to be able to have open and respectful dialogues that allow for diverse perspectives to be shared and heard. I aim to make this class a safe and inclusive space for all and welcome and celebrate diversity in our classroom as it is essential to the practice of effective communication, online and offline.

My goal as an instructor is to help you learn. As we are all different individuals, our needs when it comes to learning can differ. For this reason, I am happy to meet with every student to discuss these needs and set up a strategy to support your success in this class. I would be glad to work on classroom accommodations as well if you are registered with the DRC, as long as you can provide documentation to help me set up these accommodations. You can visit the Disability Resource Center's Website if you have any questions on accommodations or documentation. Make sure to contact me as early as possible to make sure these accommodations can be set up in time.

Online Course Evaluation Policy:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You can find the online evaluations portal by clicking here. These evaluations help us improve the courses and our teaching methods, and are therefore extremely important. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. You can click here to see summary results of these assessments.