COURSE SYLLABUS
PUR3622: Social Media Management – Online

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COURSE OVERVIEW

Social media has changed the way organizations communicate 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 on behalf of organizations.

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.

COURSE OBJECTIVES

In this course, you will learn the basic social media skills of public relations and digital professionals to prepare you to meet the demands of today's industry. You will:

- · Analyze the social media landscape and its role in public relations;
- · Apply fundamentals and best practices to social media management for organizations;
- · Create and tailor social media plans – including strategy, content and KPIs – based on your target audiences and 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 organizations;
- · 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 FORMAT & CONTENT
This course will be 100% online, through e-Learning on Canvas (https://elearning.ufl.edu/). It is important for you to keep up with the video lectures, readings, assignments and exams. Course content may be published in advance, giving you the opportunity to work ahead.

Some important notes about the course content:
· To view the video lectures, you need to log into Google with your Gatorlink email and password. Anyone with a UFL email will be able to view the videos. Please do not send access requests from a Gmail account.
· A preliminary course timeline with due dates is published on the course homepage.
· A resource sheet is linked on the course homepage, too. This sheet is updated in real time, and the resources listed may be helpful throughout and beyond the semester.
· All lecture PPT files are available on Canvas in the Files section.

I will use Canvas for all course communication, which will include a weekly email every Monday morning with upcoming assignments and announcements. Canvas can also remind you of upcoming due dates. Please check the site daily.

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

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

- · Required weekly online readings assigned throughout the course.
- · Social media training videos from Hootsuite Academy and Hubspot Academy.
- · 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.

SUBMITTING ASSIGNMENTS
Social media takes time and consistency. 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.

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. Please submit assignments as Word Docs, unless otherwise instructed.

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/.

Makeup Assignments Policy
I would like to encourage you to reach out to me if you need to submit later work *before* the due date so that we can make alternative plans, when necessary, to help you be successful in this course.

Sometimes you will have to submit work late. Late work will be accepted, but points will be deducted. You will be penalized 10 points out of 100 for every day an assignment is late.

GRADING POLICY
Final grades will be based on the following scale:

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

For any questions regarding a grade, please contact me within 48 hours after I've posted the grade.

Components of Your Final Grade

- **Exams (20%)** – You will have a midterm and final exam.
  - **Midterm Exam:** You will have 60 minutes to complete your midterm exam, which will cover Modules 1-8. The exam includes short response, multiple choice, matching and true/false questions. The midterm exam will use Honorlock, so you will not be able to access your desktop or browsers while you take the

exam. However, you may use your notes and any other materials from the course.

o **Final Exam:** The final exam will require that you apply what you've learned throughout the course. This is a "take home" exam that is not timed or proctored. You are expected to use secondary research.

· **Weekly Assignments (40%) –** You will complete discussions and activities related to the weekly modules. The purpose of these assignments is to encourage you to think critically and apply the lessons learned each week. Some weeks will not have an assignment.

· **Group Social Media Project (30%)** – With your group, you will develop a social media campaign strategy 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 record your presentation as a team. Your team members' evaluations of your contribution and overall participation will affect your grade, too. See the breakdown below:

· Components – 40%
· Final Project and Presentation – 50%
· Peer Evaluations – 10%

· **Hootsuite Platform Certification (10%) –** You will complete your Hootsuite Platform Certification this semester. If you already have this certification, you will complete Hootsuite's Social Marketing Certification. Both are free to you as part of this course.

· **Extra Credit Opportunity: Social Media Digests** – Social media is always changing, and it's important to keep up with the latest news, platform updates and brand wins and fails. This semester, we're going to read and analyze social media news as a team. You can earn up to a 5% boost to your group project grade by contributing.

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. I will always do my best to make myself available, but please allow up to 48 hours for a response.

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.

All students are expected to follow rules of common courtesy in email messages, discussions and chats. You may review the 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/.

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.

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.aa.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.aa.ufl.edu/public-results/.