PUR3622

FALL 2024 SYLLABUS

Instructor: Celeste Martínez

Contact info: celestemartinez@ufl.edu

Office hours: Wednesdays, 2pm-4pm

Link to Join Office Hours: https://ufl.zoom.us/j/99977791758?pwd=mO4RAoccQSYwtFKqh2oJ1TBprVCnVl.1

Passcode: 427486

ABOUT THE COURSE

Social media have 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:
1. Analyze the social media landscape and its role in public relations;
2. Apply fundamentals and best practices to social media management for organizations
3. Create and tailor social media plans – including strategy, content and KPIs – based on your target audiences and objectives;
4. Use social media platforms and professional tools, such as Hootsuite, through hands-on learning opportunities;
5. Identify key performance indicators and measure the success of social media efforts;
6. Examine the ethical and legal implications and potential risks of social media for organizations;

7. 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

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 will be published in advance, giving you the opportunity to work ahead.
I will use Canvas for all course communication, which will include a weekly email every Friday morning with upcoming assignments and announcements. Canvas can also remind you of upcoming due dates. Please check the site daily.PUR3622: Social Media Management

CLASS PARTICIPATION

This is an asynchronous course in that we don't have a set time each week to meet and

discuss the material. However, there are due dates each week. It is vital that you meet those due dates. For more information on due dates, see COURSE EXPECTATIONS.

REQUIRED MATERIALS

We do not have a specific textbook, but we will use the following materials:
• Required weekly online videos, readings and case studies.
• 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 X (formerly Twitter), to complete several assignments.
You should also consider these suggested readings and resources:
• National news and trade publications, such as *The Wall Street Journal, PR Week, PRovoke Media, AdWeek* and *AdAge.* Free content is available on all the listed publications, and you can create free accounts to several of these with your UFL login. You should also subscribe to their daily/weekly newsletters.
• Online databases accessible through the UF Library, such as WARC, Mintel, Simmons and Statista. See the advertising and public relations UF Library guides. You must be signed on with the UF VPN to access these databases.
• Training videos available on LinkedIn Learning. You may access LinkedIn Learning for free with your UFL login.

MATERIALS/SUPPLY FEES
There is a materials/supply fee for this course. Please see the schedule of courses at OneUF for more information.

PREREQUISITE KNOWLEDGE AND SKILLS
As a 3000-level immersion course, PUR3622 will build on the foundational concepts that you have learned in prior courses. These include but are not limited to research, critical reading and analysis, self and peer evaluation, obtaining digital certifications, and journalistic writing. You will apply these skills as well as new learnings from our lectures, guest speakers, readings, and other materials to develop real-world social media skills.

MINIMUM TECHNOLOGY REQUIREMENTS
The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. A student's computer configuration should include webcam, microphone, broadband access, and Microsoft office suite.PUR3622: Social Media Management
Individual colleges may have additional requirements or recommendations, which students should review before starting their program. More information on technical requirements is available at the UF Online website.
Minimum Technical Skills
To complete your tasks in this course, you will need to know how to operate a computer and use the Internet and word processing software.

GRADING & ASSIGNMENTS
QUIZ POLICY

The orientation quiz does not count towards your final average, but it must be completed at a
score of 100% before the rest of the course will open. There are also a number of graded
PlayPosit quizzes embedded in the module lectures. All quizzes may be taken multiple times.
See below for more information.

FINAL EXAM

The Group Social Media Project will be treated as your final exam. The rationale behind this is that every lesson should culminate in an understanding of what makes a successful social media strategy. Your project is a good way to assess your comprehension of these standards.

For more information on the project, please see below.

COMPONENTS OF YOUR FINAL GRADE

• **PlayPosit Quizzes (10%) –** Most module lecture videos use PlayPosit. This tool allows
instructors to add interactions to lectures, such as graded quiz questions and links to external resources. You must score 100% on each PlayPosit to be considered complete, but you will have unlimited retakes.

• **Weekly Assignments & Discussions (40%) –** In-class activities will require that you practice and apply the skills learned throughout the course, including identifying keywords, setting benchmarks and generating insights. Specific details about each assignment will be provided throughout the semester.

• **Group Social Media Project (40%) –** With your group, you will develop a social media
campaign plan 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:
o Components – 40%

o Final Project and Presentation – 50%
o Peer Evaluations – 10%PUR3622: Social Media Management

• **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 to four social media digests throughout the semester. Note that each digest has a different due date.

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%

COURSE EXPECTATIONS

SUBMITTING ASSIGNMENTS
Social media management takes time, practice 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, as indicated on Canvas. I will assign groups for your social media project at the beginning of the semester.

DEADLINES

Assignments are due on Canvas by 11:59 p.m. on the due date unless otherwise noted. Though late assignments are not generally accepted, I know life happens. You may submit one assignment late (48 hours maximum) without any penalty.PUR4932: Social Media Analytics

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/.

FEEDBACK

If you have a grading concern when you receive feedback, you must submit this request within one week of receiving your grade on the assignment. Requests after one week will not be accepted.

My goal is to grade all assignments within one week of due date, but there may be delays in grading during the semester.

ACADEMIC HONESTY & CONDUCT

The work you submit must be your own and specific to this course. You may be asked to reflect on your past experiences for assignments, but you should not submit anything that you wrote for another class, internship, as a volunteer or in another academic or professional setting as work for this course.

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. 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/.

AI Policy for Student Work

In this course, you will be asked to use generative AI for some assignments. AI is commonly used in the profession, so familiarity with generative AI tools, like ChatGPT, is important. The assignments that require generative AI will be clearly noted on Canvas.

If not explicitly noted in the assignment, use of generative AI tools is highly discouraged. While social media managers do use generative AI, the most successful ones have nurtured their *own* original, strategic and creative thinking. Ultimately, you are here to learn the skills required of social media managers and be able to execute those skills on your own.

If you still choose to use generative AI, you must follow these guidelines:

- The final work you submit must be original and your own. If AI wrote most of your assignment, that is not your own work.

- Be transparent and clearly document how you use AI. This could include providing your original prompts, showing how you edited created content, or using appropriate citation of information obtained via generative AI.
- You must not use assignment instructions or other copyrighted material in your prompts. Do not share personal data or any information protected under FERPA.

If you fail to follow the above guidelines, that is considered a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally, such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work. If unable to do so, I may ask you to resubmit the assignment detailing how you arrived at your submission.

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.

TIPS FOR SUCCESS
Early each week, you should read through the weekly Canvas module to get an idea of what you will need to do and how much time you will need to allot for each activity. Block out several chunks of time each week that you will dedicate to this course, the same way that you would have scheduled lecture times for a synchronous course.PUR4932: Social Media Analytics
To succeed in the course, give yourself time to digest course content, make use of available resources, ask questions, and pace yourself as you work on the group project. Remember that success is possible with time, effort, and commitment!

STUDENTS WITH DISABILITIES
Students with disabilities who would like to request academic accommodations should connect
with the Disability Resource Center. Click here to get started with the Disability Resource
Center. If you have an accommodation letter, please let me know as early as possible in the
semester so we can discuss your needs.
To contact the Disability Resource Center, visit https://disability.ufl.edu/ or call
352-392-8565.

LET'S CHAT

I'm here for you! Email me to schedule time to chat via Zoom
or phone. I'm happy to provide feedback or guidance on assignments, talk about career
advice and support you in and out of the classroom. I will always do my best to make
myself available, but please allow up to 48 hours for a response.

COURSE TIMELINE

This timeline is subject to change at the instructor's discretion.

• Week of Aug 22-Sept 1 – Module 1: Introduction to Social Media & Public Relations
• Week of Sept 2– Module 2: Law & Ethics in Social Media
• Week of Sept 9 – Module 3: Building a Social Media StrategyPUR4932: Social Media
Analytics
• Week of Sept 16 – Module 4: Social Monitoring, Listening & Analysis
• Week of Sept. 23 – Module 5: Measuring What Matters
• Week of Sept 30 – Module 6: Selecting Social Media Channels
• Week of Oct 7 – Module 7: Creating & Curating Engaging Content
• Week of Oct 14 – Module 8: Writing for Social Media
• Week of Oct 21 – Module 9: Paid Social Media
• Week of Oct 28 – SPRING BREAK
• Week of Nov 4 – Module 10: Community Management
• Week of Nov 11 – Module 11: Influencer Marketing
• Week of Nov 18 – Module 12: Social Media Crises & Tragedies
• Week of Nov 25– Module 13: Social Media, AI & Emerging Technology
• Week of Dec 2 – Module 14: Final Reminders & Updates

OTHER COURSE POLICIES & PROCEDURES

PRIVACY

Any online class sessions may be audio-visually recorded. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image.

Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to having 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. The chat will not be recorded or shared.

As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

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/.PUR4932: Social Media Analytics 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/.

RECORDING

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 Policy on Course Syllabi 3 UF, Academic Affairs, August 5th, 2021, Honor Code and Student Conduct Code.

ATTENDANCE:

https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

HELP & RESOURCES

Tech Resources & Software
• For issues with technical difficulties for e-Learning, please contact the UF Computing Help Desk. The phone number is (352) 392-HELP (4357).
• UF Licensed Software: Students can access software programs like Office 365 and Adobe at free or reduced rates.PUR4932: Social Media Analytics
• UF All Access: The University of Florida's digital course materials program. Selected courses are available through UF All Access to provide students with the lowest prices on their eBooks and courseware products.
• UF Apps: Provides access to software applications from any computing device--laptops, tablets, desktops, and smartphones—from any location, at any time.
• VPN: The Gatorlink VPN service provides secure remote access to the University of Florida network and makes it appear as if your computer were physically attached to the campus network. By using the Gatorlink VPN client, you may access resources on the UF network that are not typically available over an Internet path.
• Canvas Quickstart Guide: This short guide will get you started with using Canvas.
• Training and Safety: UFIT offers free software and other technical training sessions for students, teachers, and staff.
• Safe Computing Practices: Learn how to protect your computer from threats regardless of brand, model, and operating system.
• Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.
• Additional resources for online students are available at the Distance Learning website. These include:
• Counseling and wellness resources

• Disability resources
• Resources for handling student concerns and complaints
• Library Help Desk support

Health and Wellness
• If you or someone you know is in distress, please visit the U Matter, We Care website or call 352-392-1575 to refer or report a concern. A team member will reach out.
• Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services and non-crisis services.
• Visit the Student Health Care Center website or call 352-392-1161 for 24/7 information on finding the care you need.
• For safety and support, visit the University Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
• For immediate medical care, call 352-733-0111 or go to the UF Health/Shands Emergency Room and Trauma Center at 1515 SW Archer Road.
• For prevention services focused on optimal wellbeing, including wellness coaching for academic success, visit the GatorWell website or call 352-273-4450.
• In response to COVID-19, UF has established practices to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of ourselves, our neighbors, and our loved ones.
  ○ UF COVID Information
  ○ UF Guidance on Health and WellnessPUR4932: Social Media Analytics

Academic Resources
• 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. Distance student resources are also available.
• 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 and Grievances: Information is available in the Student Honor Code and Conduct Code.
• University Registrar: Find information on records, data, and enrollment.
• Academic Deadlines and Calendar: Consult for all important upcoming events.
• UF Online Resources: Access to many services to help you achieve your goals.

Accessibility and Privacy Policies
For information about the privacy policies of the tools used in this course, see the links below:
• Adobe
  ○ Adobe Privacy Policy
  ○ Adobe Accessibility

- Instructure (Canvas)
  - Instructure Privacy Policy
  - Instructure Accessibility
- Microsoft
  - Microsoft Privacy Policy
  - Microsoft Accessibility
- PlayPosit
  - PlayPosit Privacy Policy
  - PlayPosit Accessibility
- Sonic Foundry (Mediasite Streaming Video Player)
  - Sonic Foundry Privacy Policy
  - Sonic Foundry Accessibility (PDF)
- YouTube (Google)
  - YouTube (Google) Privacy Policy
  - YouTube (Google) Accessibility
- Zoom
  - Zoom Privacy Policy
  - Zoom Accessibility