RTV4930: Social Media Content Creation
(Section DAVI)
Fall 2024

Instructor: Gregory Davis
Location: Weimer 2050
Class Times: Tuesdays, 6:15 – 8:10 p.m.
Email: gregorysdavis@ufl.edu
LinkedIn: www.linkedin.com/in/thegregorydavis/
Office Hours: Weimer 2050, Tuesdays, from 8:10 – 910 p.m.

Course Overview:
This course is designed to provide students with the knowledge and skills necessary to create compelling, engaging, and effective content for various social media platforms.

The course will cover the fundamentals of content strategy, the art of storytelling, platform-specific content creation, audience engagement, and the use of analytics to optimize content performance. Students will learn how to tailor content to specific audiences and platforms, leveraging multimedia elements such as text, images, video, and interactive features to enhance their social media presence.

Course Objectives:
1. Develop a Comprehensive Content Strategy
   - Create and implement a content strategy tailored to specific social media platforms and target audiences, ensuring alignment with brand voice and messaging.
2. Craft Compelling Social Media Narratives
   - Utilize storytelling techniques to develop authentic and engaging content that resonates with audiences and drives interaction.
3. Produce Platform-Specific Content
   - Design and produce content that meets the unique requirements and best practices of various social media platforms, including Facebook, Instagram, X, and LinkedIn.
4. Incorporate Multimedia Elements Effectively
   - Use graphic design, video production, and interactive content to enhance social media posts, making them more visually appealing and engaging.
5. Engage and Grow Online Communities
   - Implement strategies to foster audience engagement, build online communities, and manage interactions in a way that strengthens brand loyalty.
6. Analyze and Optimize Content Performance
   - Utilize social media analytics tools to measure the success of content, interpret data, and make informed decisions to optimize future content strategies.

7. Adapt to Emerging Trends and Technologies
   - Stay informed about the latest trends and innovations in social media, such as AI-driven content creation and AR/VR experiences and adapt strategies accordingly to main relevance and effectiveness.

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:
- 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.

College Professionalism:
The College of Journalism and Communications is a professional school, and professional etiquette is always expected. I expect you to adhere to workplace norms of collegial and respectful interactions. I will adhere to the same.
Students will conduct themselves in an honest, ethical, and courteous manner with other students and the instructor, abiding by the UF Student Conduct and Honor Codes.
Students are expected to:
- Arrive on time and remain in class for its entire duration unless the instructor allows for early departure, or the student's individual departure or absence was discussed ahead of time with the instructor.
- Not speak when another student or the instructor is speaking.
- Not use cell phones, laptops, tablets, or other electronic devices except for in-class assignments.
- Welcome and respect the diverse opinions of your peers, instructors, and guests.

Violations of these expectations may result in students being asked to leave the classroom and/or lowering their grade.

Attendance and Participation:
This course is meant to mimic the standards of the professional world; thus, being late or missing class can reflect negatively on your overall job performance. Reliability is HUGE in this career field.

Due to this, attendance will be graded. Starting at 100, students will lose 10 points toward their overall attendance grade for every unexcused absence. If a situation occurs where you will not be able to attend class, please let me know ahead of time. Letting me know after the event (unless there are extreme situations) will result in your grade still being lowered. Showing up to class late on multiple occasions can also drop your attendance grade.

If you have an unexcused absence, please do not ask me to review the material I covered in class while you were out. Speak with your peers in the class and coordinate appropriately. Requirements for class attendance and make-up exams, 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

Academic Honesty:
The work you submit for this course must be your own. It must be original for this course. Without attribution, you must never use direct or paraphrased material from any source, including websites. Attribution means citing the source of your facts within the text. Ideas that come from others must be credited.

You may not submit anything you wrote for a prior class, organization, or institution. You may not submit anything that was written for any purpose other than the given assignment.

I will handle any incident of academic dishonesty in accordance with the University of Florida policies that address cheating and unethical academic behavior, specifically the UF Honor Code and the Academic Honesty Guidelines.

Any time you complete an assignment for this course, you will clearly attribute the source of your information. You cannot copy anything word for word, regardless of the source, without putting quotes around it and citing the source.

For this class, we will use the MLA in-text citation method. You must also list your sources in a bibliography.

AI Policy for Student Work:
AI is commonly used in the profession, so familiarity with generative AI tools is important. However, do not let your creative thinking and editing skills lapse! When AI is allowed or encouraged in assignments, you will need to document how AI was used. This could include providing your original prompts, showing the editing that you did to the created content, or using appropriate citation of information obtained via generative AI. If you are using AI when not

explicitly allowed, 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.

Students with Disabilities:
Students requesting classroom accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student, who must then provide this documentation to the instructor when requesting accommodation.

Late Assignments:
In this profession, it is crucial to meet your deadlines. While I understand the stress of being a student, it is your responsibility to turn your assignments in on time. If you have a conflict, please contact me 24 hours or more before the deadline. If you have an emergency, be prepared to provide documentation.

If you ultimately forget or miss an assignment, 10 points will be deducted per day. That means if an assignment is due on Monday at 11:59 p.m. and you turn it in at midnight Tuesday morning, the highest grade you can receive on that assignment is a 90. You will receive a zero once an assignment reaches day five without being turned in.

Grading Scale:
Grades will be assigned based on the following scale:

A   90 – 100 percent
B   80 – 89 percent
C   70 – 79 percent
D   60 – 69 percent
F   0 – 59 percent

Attendance   **5 Points**
Attendance will be graded and counts toward five percent of your final grade. As mentioned above, you will start with 100 points in this category and lose 10 points for every unexcused absence. For more information, read the above "Attendance and Participation" section.

Class Participation   **10 Points**
Class participation counts toward 10 percent of your final grade. A student looking to maximize this category will be engaged and present while in lecture. Class participation can count as participating in classroom discussions, providing constructive feedback to your peers, and in-class assignments.

Media Assignments   **40 Points**
You will have several media assignments throughout the semester that will emphasis a specific type of content in social media. The week that each assignment is due can be located in the "Course Schedule" section of the syllabus, while specific due dates will be announced in class and located on Canvas.

Discussion Board   **15 Points**
Discussion Posts will be required three times during the semester to reflect with your classmates through Canvas. Responses will require in-depth context and exploration and must be a minimum of 500 words. The week that each assignment is due can be located in the "Course Schedule" section of the syllabus, while specific due dates will be announced in class and located on Canvas.

Social Media Video Campaign   **30 Points**
At the beginning of the semester, you will be tasked with creating a social media campaign for a hypothetical or real brand of your choice. Your campaign will include a series of videos tailored to at least two different social media platforms (e.g., Facebook, Instagram, LinkedIn, X, YouTube). The campaign must meet specific marketing objectives, such as increasing brand awareness, driving engagement, or promoting a product or service. At the end of the semester, you will submit a final video campaign in Canvas and lead a 10-minute presentation of your plan to your peers in the final week of the semester.

Guidelines for Grading
I will grade all your assignments on a 100-point scale. I will award points based on your demonstrated understanding of the assignment, creativity level, and ability to create compelling, accurate, and story-driven content.

Assignments will receive a zero if:

- They are more than five days late.
- They are plagiarized (reused materials from previous courses/jobs, utilize artificial intelligence, do not include appropriate citation/sourcing).

Course Schedule:

The following course schedule serves as a guide for the semester, though dates and assignments are subject to change. All changes will be sent through Canvas as announcements.

- **Week 1: Social Media Content – The Good and The Bad**
  - Assignment Due: Client Proposal
- **Week 2: Content Strategy Fundamentals**
  - Assignment Due: SMART Goals
- **Week 3: Storytelling in Social Media (Part 1)**
  - Assignment Due: Media Script
- **Week 4: Storytelling in Social Media (Part 2)**
  - Assignments Due:
    - Story-Driven Video
    - Discussion Post 1
- **Week 5: Platform-Specific Content Creation – Facebook and Instagram**
  - Assignment Due: Instagram Reel
- **Week 6: Platform-Specific Content Creation – X and LinkedIn**
  - Assignment Due: Advertisement Video
- **Week 7: Platform-Specific Content Creation – YouTube and Streaming**
  - Assignment Due: Controversial Take Video
- **Week 8: Social Media Management**
  - Assignments Due:
    - Communications Audit and Analytics
    - Discussion Post 2
- **Week 9: Video Content in Social Media**
  - Assignment Due: PSA Video
- **Week 10: Graphic Design in Social Media**
  - Assignment Due: Event Flyer
- **Week 11: Interactive Content in Social Media**
- **Week 12: Audience Engagement and Community Building**
  - Assignment Due: Discussion Post 3
- **Week 13: Trends and Innovations in Social Media**
  - Assignment Due: Social Media Video Campaign
- **Week 14: Thanksgiving Break**
  - Nov. 26 – No Class
- **Week 15: Presentations**