



Social Media Management: PUR3622

Summer 2025

Course info

Instructor: Qiuyue Cho-Li (She/her)

Class time: Asynchronous, online

Email: qiuyueli@ufl.edu (preferred contact method; please include PUR3622 in the email subject line)

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

Required Readings

We do not have a specific textbook, but we will use the following 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 X (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.

Course Goals

Social media have changed the way organizations do business and 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 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.

Course Learning 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 learn to:

- Analyze the social media landscape and its role in public relations;
- 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 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 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 US;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping 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 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.

Grade Criteria

Points distribution	Percentages
Activities	35%
Final Exam	30%
PlayPosit Quizzes	20%
Hootsuite Platform Certification	15%
Total	100%

Grading scale

Letter	Percentage
A	90-100
B+	87 – 89
B	80 – 86
C+	77 – 79

C	70 – 76
D	60 – 69
E	0 – 59

*I do not round up grades. Grades will be regularly updated on Canvas, and it is your responsibility to check them and stay informed about your current standing.

Weekly Activities (35%)

You will complete assignments, which have the purpose of putting into practice what you're learning throughout the week. The purpose of these activities 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.

Final Exam (30%)

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.

PlayPosit Quizzes (20%)

Weekly PlayPosit quizzes about the assigned readings and videos.

Hootsuite Platform Certification (15%)

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

Course Policies

Class Format

This course will be 100% online, through e-Learning on Canvas. It is important for you to keep up with all the video lectures, readings, assignments, quizzes, and exams. These will be key to successful completion of the course.

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 on a daily basis.

Course content may be published in advance, giving you the opportunity to work ahead.

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.

Submitting Assignments

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).

Use **APA** format to cite all sources, including websites and social media pages. Misspellings, syntax and grammatical errors are unacceptable and will affect your grade. This is a key skill for future public relations and social media professionals.

Late Policy and Make-Up 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 reputations and those of their clients.

All assignments are due on Canvas by **11:59 p.m.** on the due date, unless otherwise instructed. Please submit assignments as **Word Docs** unless otherwise instructed. **Late work** will be accepted, but points will be deducted. You will be penalized 5 points out of 100 for every day an assignment is late.

Requirements for make-up assignments and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

Use of AI

AI Policy for Student Work (AI is allowed/integrated into assignments) **ONLY ONE ASSIGNMENT ALLOWS USE OF CHATGPT**

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 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.

AI Policy for Student Work (AI is NOT allowed/integrated into assignments)

In this class I want you to produce all your own work without generative AI's assistance. It is important for me to be able to ascertain what you know and can produce unaided on your own. The use of generative AI for your assignments in this class is 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 and if evidence is found that your work is AI generated I will submit your assignment as violating the honor code.

Honor Code

The work you submit for this course must be your own. You must never use direct or paraphrased material from any source, including websites, without citation.

Citation means providing attribution within the text for any ideas, insights or facts that are not your own. To clarify, you may not copy anything word for word from any source without putting quotes around it and attributing the source. This includes organizations or companies' websites, internal documents and materials.

Please note that all of your work in this class should conform to the university's honor code, which states: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student Honor Code. On all work submitted for credit by Students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." For more information, please see <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment, but it may be higher depending on the severity of the violation.

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. Because this course will be entirely online, please follow the rules of common courtesy for email, discussions, and chats.

Email Policy

As a state employee, my email is considered a public record. Therefore, it can be requested via an open-records request. Because emails are considered public records, federal privacy laws prevent me from discussing grades or other personal matters via email. As a result, you will need to schedule a meeting with me to discuss relevant issues. In addition, please be aware that email is considered formal communication, which means you should practice professionalism. In other words, try to avoid treating emails like text messages (i.e., don't use text abbreviations).

University Policies & Resources

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals>. 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. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Software Use

All faculty, staff, and students at the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regard to grades earned in courses and on individual assignments. For more information, please see:
<http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>.

In-Class 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.

Campus Resources

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc>, and 392- 1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Student Health Care Center: <https://shcc.ufl.edu/>, call 352-392-1161 for 24/7 information on finding the care you need.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies) or <https://police.ufl.edu/>.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or email to Learning-support@ufl.edu. <https://it.ufl.edu/helpdesk/>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu/>.

Library Support, <https://uflib.ufl.edu/>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers—<https://writing.ufl.edu/writing-studio/>.

Online Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.