

Social Media Management

JOU 4930 | Fall 2014 | Sections (M) 03DC, (Tu) 03DG, (W) 03D0, (Th) 03E2, (F) 03E3

Tu & Th in 3324 Weimer Hall — 9:35–10:25 a.m.

Daily shifts in the INC (2300 Weimer Hall) — from 10:40 a.m. until 2:45 p.m. (4-hour shift)

Instructor: Mindy McAdams, Professor, Department of Journalism

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Office: 3049 Weimer Hall

Office hours: Mondays & Tuesdays 3–4 p.m. | And by appointment

Office phone: (352) 392-8456 (NOTE: email is better. Much better.)

WEBSITE: <http://socmeduf.wordpress.com/>

Course Description

Students in this course develop and produce social media outreach and engagement for WUFT.org. Twice a week, the full class meets for lecture and discussion. Once a week, each student works a four-hour shift in the Innovation News Center, during which social media posts about Florida news are logged, analyzed, and republished (in some cases), and social media accounts for WUFT News are managed. Your newsroom shift day and time is determined by the course section you've signed up for in ISIS. Half of the course grade will be based on the student's newsroom work during shifts.

Course Objectives

At the end of this course, students will be able to:

- Use various social media tools in a professional manner
- Make sound decisions about when to send out messages via social media, and about the content of those messages
- Evaluate appropriateness of live-reporting for an event or breaking-news situation; report live using social media tools
- Explain how professional news organizations use social media to their advantage
- Identify good and bad uses of techniques designed to increase sharing and promote virality
- Explain the significance of social media to journalism
- Monitor, evaluate and verify reports received via various social media sources
- Cultivate and curate social media sources
- Explain the value of, and ethical considerations for, aggregation and curation
- Evaluate effectiveness of specific instances of social media outreach and engagement
- Develop guidelines for social media use, including verification procedures and ethical use of user-generated content (UGC), for a professional news organization
- Explain journalists' need for data security and methods for ensuring data security

Attendance and Attitude

Students are expected to show respect for one another and for the instructor. Attendance and arriving on time for class are necessary. *Lateness and absences will result in a lower final grade.* If you have been absent, you are responsible for finding out about any missed material by going to the instructor's office hours. These matters will not be handled via e-mail.

Mobile devices must be turned OFF during class. Do not check text messages, social media, email, etc., during class, as your instructor considers this quite rude and therefore grounds for disciplinary action. **Give your full and undivided attention to anyone who is speaking in class, including your fellow students.** When using a computer during class, students must not check text messages, social media, email, etc., *unless instructed to do so.*

UF Attendance Policies

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

Academic Dishonesty

Academic dishonesty of any kind is not tolerated in this course. It will be reported to the Dean of this college, your department chair, and the university's Dean of Students Office—and **it will result in a failing grade for this course.**

Academic dishonesty includes, but is not limited to:

- Copying and pasting the words or images of others and presenting them as your own.
- Using any work done by another person and submitting it for a class assignment.
- Submitting work you did for another class.

UF Student Honor Code

- > <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Students with Disabilities

Students requesting 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 accommodations.

UF Disability Resource Center

- > <http://www.dso.ufl.edu/drc/>

Course Deadlines and Makeup Work

Late assignments are not accepted. This means that an assignment submitted late is graded as a zero. Assignments are not accepted via e-mail unless requested by the instructor. If an illness or a personal

emergency prevents you from completing an assignment on time, advance notice and written documentation are required. No work for “extra credit” is accepted.

Required Readings

All assigned readings are free and will be linked on the Course Schedule page on the website. All readings posted there are required unless otherwise labeled. New readings will be added throughout the semester. Read and make notes for yourself on the readings *before Tuesday’s lecture* each week. For the most part, information from the readings will not be repeated in lecture. Successful completion of assignments will depend in part on the readings. *There are no required books.*

Recommended Books

If you’d like some (recent) historical background on the changes wrought on journalism by social media:

Distant Witness, by Andy Carvin (2013)

Here Comes Everybody, by Clay Shirky (2009)

Course Requirements

Please make sure to check the course website *at least once a week*. If you rely only on a printed copy, you may miss a change in the schedule.

> WEBSITE: <http://socmeduf.wordpress.com/>

Class attendance and participation

Points will be subtracted **if you miss more than one (1) class meeting**, are chronically late, leave class early, or show inattention. Participation is expected; points will be subtracted if you do not contribute. (This refers to the lecture portion of the course.)

Fulfillment of newsroom shift duties

The section of this course for which you are registered determines the day of your shift. Your shift begins *promptly* at 10:40 a.m. on that day and *ends at* 2:45 p.m. You may take one 30-minute break. Except for that break, you must stay in or near the designated social media seat in the newsroom during your shift. If you cannot work your assigned shift on a particular day, you must find a replacement from among the students in this course. Missing a shift (without a replacement) is a serious breach of professional conduct and will result in a severe grade penalty.

Reports on your shifts

Within 24 hours of the end of *each* of your newsroom shifts (that is, before 2:45 p.m. on the following day), you will produce and submit a Google document as a record of the social media posts and statuses you monitored, evaluated and/or produced during your shift. The newsroom shift portion of your grade depends to a large degree on these reports. Use the template provided (link on the course website).

Assignments and presentations

Throughout the semester you will be assigned several tasks related to social media and journalism. Tasks include written assessments and in-class presentations. Grades for these will be pass/fail. Failing grades will be assigned for work below a C level. Complete instructions for each assignment will be posted on the course website. The total for these assignments accounts for 30 percent of your course grade. Examples: If the total is 7 assignments and you fail 1, instead of 30 points you would have 25.7 points. If the total is 10 assignments and you fail 1, instead of 30 points you would have 27 points. (It is expected that there will be 7 of these assignments, but that might be adjusted.)

Formula: $30 / \text{number of assignments} = \text{point value of one assignment}$

Twitter scavenger hunt

This assignment is separated from the others and accounts for 10 percent of your course grade. It requires you to be *on campus and in Gainesville* for at least part of the four-day period Sept. 4–7. You must use a smartphone and Twitter during that time. *If you do not own a smartphone* capable of posting to Twitter and taking photos, you must borrow one.

Tests and quizzes

There are no tests or quizzes in this course.

Grades and Grading Policies

Newsroom shifts/shift reports	50 points
Twitter scavenger hunt	10 points
Other assignments, presentations	30 points
Attendance/participation (lectures)	10 points
TOTAL	100 points

92–100 points	A	72–77 points	C
90–91 points	A–	70–71 points	C–
88–89 points	B+	68–69 points	D+
82–87 points	B	62–67 points	D
80–81 points	B–	60–61 points	D–
78–79 points	C+	59 points or fewer	E

UF Policies about Student Grades

> <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online: <https://evaluations.ufl.edu>

Evaluations are typically open during the final weeks of the semester. Students will be given specific dates when they are open. Summary results of these assessments are available to students:

<https://evaluations.ufl.edu/results/>

Course Schedule and Required Readings

Please note that many important details are on the website (<http://socmeduf.wordpress.com/>) and do not appear herein. Look at the COURSE SCHEDULE page every week.

Readings must be read *before* the class meeting; you are expected to be ready to discuss the contents of the assigned reading(s) during class on that day. **Links to readings appear on the website on the Course Schedule page.**

Week 1 | Aug. 25

No assigned readings this week.

Tu Introduction to the course, requirements, expectations

Th Social media inventory: Who uses what, and what for?

No newsroom shifts this week

Week 2 | Sept. 1

Tu How journalism orgs use social media — READINGS for *today* are linked on the website

Th Guest speaker: Gary Green, deputy news editor and digital director of the INC

Daily newsroom shifts Tu–F

Readings for all subsequent class meetings will be linked on the course website.

Week 3 | Sept. 8

DUE Monday, Sept. 8: Twitter Scavenger Hunt (link on the website)

Tu Twitter: following, retweeting, your persona, real names, hashtags, etc.; TweetDeck vs. Hootsuite

Th Guest speaker (TK)

Daily newsroom shifts M–F

The NPR social media assignment will be due on different Mondays for different students, Weeks 4–7.

Week 4 | Sept. 15

Tu Guest speaker: Steve Myers, editor at The Lens, New Orleans

Th Verification and fact checking

Daily newsroom shifts M–F

Week 5 | Sept. 22

Tu Verification examples and best practices

Th **No class**; your professor will be at a conference

Daily newsroom shifts M–F

Week 6 | Sept. 29

Tu Journalistic use of Facebook: Page vs. “person”; setting up a Page with multiple admins; frequency of status updates; examples

Th Guest speaker: Bridget Grogan, WUFT News assistant director

Daily newsroom shifts M–F

Week 7 | Oct. 6

Tu Curation and aggregation 1: filters, gatekeeping, following, attribution, use of Twitter lists

Th Guest speaker (TK)

Daily newsroom shifts M–F

Week 8 | Oct. 13

DUE Monday, Oct. 13: Curation and aggregation assignment

Tu Viral media and sharing behaviors: research and examples

Th Guest speaker (TK)

Daily newsroom shifts M–F

Week 9 | Oct. 20

DUE Monday, Oct. 20: Viral media assignment

Tu Audience metrics and analysis: How and why

Th Audience metrics and analysis: consequences

Daily newsroom shifts M–F

The Nick Kristof assignment will be due on different Mondays for different students, Weeks 10–13.

Week 10 | Oct. 27

Tu Live coverage of events, breaking news

Th Live coverage: ethics, transparency — plus student presentations (1st)

Daily newsroom shifts M–F

Each student must complete a live-tweeting assignment between Thurs., Oct. 30, and Mon., Nov. 17.

Week 11 | Nov. 3

Tu Curation and aggregation 2: crowdsourcing, UGC, ethics, copyright

Th News judgment and news values vs. public engagement — plus student presentations (2nd)

Daily newsroom shifts M–F

Week 12 | Nov. 10

Tu **No class**; today is a UF holiday

Th Community and reaching out; what is “engagement”? (Local county backgrounder explained)

Daily newsroom shifts M, W–F

Week 13 | Nov. 17

Tu Data protection, security, privacy—for journalists

Th News orgs' social media guidelines (part 1) — plus student presentations (3rd)

Daily newsroom shifts M–F

Week 14 | Nov. 24

DUE Monday, Nov. 24: Local county backgrounder assignment

Tu News orgs' social media guidelines (part 2)

Th **No class**; today is Thanksgiving

Daily newsroom shifts M–Tu

Week 15 | Dec. 1

Tu Your social media profile: Inventory (in-class assignment)

Th Summary of Kristof assignments — plus student presentations (4th)

Daily newsroom shifts M–F

Week 16 | Dec. 8

Tu Summing up: What does the future hold?

Th **No class**; classes end Wednesday

Daily newsroom shifts M–W

UF Dates (Fall 2014)

Classes begin	Aug. 25	Sept. 1	Labor Day
Drop/Add	Aug. 25–29	Oct. 17–18	Homecoming
Classes end	Dec. 10	Nov. 11	Veterans Day
Final exams	Dec. 13–19	Nov. 26–29	Thanksgiving