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**MMC 6936  
Intro to Social Media  
Fall 2013  
University of Florida**

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**Instructor:**

Adam Bornstein  
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**Course Website:**

<http://lss.at.ufl.edu>

**Virtual Office Hours:**

Wednesday's starting at 3 pm  
EST  
Or by appointment

**COURSE DESCRIPTION**

This course exposes students to various social media platforms and their application in current media and business. By examining the current habits in social media, trends, and evolution in social communication, students will gain a better understanding of the relationship between the different social platforms and how they can be used to serve as a news source, build brands, and play a role in business growth and hiring acquisitions. The course will also focus on content creation and how to build content that performs well in social media, including a focus on social analytics and viral campaigns. Students are provided an opportunity to have a first-hand experience in creating content on their own social platforms and testing the theories and concepts presented in lecture.

**LEARNING OBJECTIVES**

- Analyze current trends and tactics used in social media.
- Display knowledge of social media platforms and their primary benefits and uses.
- Formulate concrete metrics to assess success across social media platforms.
- Explore different types of communication across Facebook, Twitter, LinkedIn, Google+, YouTube and Pinterest.
- Explain and understand how to set up a blog, basics of Google analytics, and social media tracking applications.
- Demonstrate ability to create social media content across different platforms.
- Identify how to utilize social media in the media, marketing, business, and human resources.

**REQUIRED AND SUPPLEMENTARY READINGS**

- All required readings are listed in the course schedule. No textbooks are required for this course.

## CLASS POLICIES AND PROCEDURES

### Attendance

- The Instructor will post a lecture video to Sakai for each of the 12 weeks and two additional videos – one will cover the syllabus and the other will provide an overview of the field of communications. These videos will vary in length depending on the material but will include questions posed to the class throughout the videos. It is your responsibility to watch each of the videos and provide a reaction to the 12 course videos on Sakai. Although it is possible to watch the videos at any time and at any pace, keeping up with the videos week to week according to the schedule will be easier as many build off the other along with the weekly readings.

### Assignments

#### Due Dates

- All assignments are due on the date specified in the syllabus or by an amended date posted on the website.

#### Late Work Policy

- A request for an extension or make-up due to a technical difficulty must be made within 24 hours of the problem. The email request must include the ticket number received from LSS when the technical problem was first reported. The ticket number will document the time and date of the issue.
- Other extensions may be granted when a reasonable explanation is provided and the instructor is contacted at least 2 days prior to the date that the assignment is due.
- To be fair to the rest of the class, all late submissions will be penalized. Any work that is handed in within one week of the due date and with the instructor's permission will automatically receive a one letter grade deduction.
- Unless it is agreed to in advance by the instructor, work handed in more than one week late will not be accepted.

#### Requirements

- The general requirements for each assignment are listed below. More details may be provided online at a later date

## GRADED WORK

- **Lecture Reaction Blogs**

You are expected to provide a 300-500 word response to each lecture video **due the same week the lecture is posted, or no later than Friday at 6pm EST**. The response should be a **practical application** of the information presented, and not just a review of the topics discussed. During lectures, the professor will propose questions that should be answered within your responses as a way to ensure full participation in the online format.

Lecture reaction posts are awarded points of 0-100 according to levels of completion:

- **100 points:** Completed task fully and the same week of the lecture according to the schedule. Reaction meets word requirement and provides an actual reaction to the lecture and not a summary. Additionally, answers all the questions posed by the instructor during the lecture.
- **90 points:** Reaction post made the same week of the lecture according to the schedule. Reaction DOES NOT meet word requirement, but provides an actual reaction to the lecture and not a summary, and answers all the questions posed by the instructor during the lecture.
- **75 points:** Reaction post made the same week of the lecture according to the schedule. Reaction DOES NOT meet word requirement and DOES NOT provide an actual reaction to the lecture and instead is a summary, but answers all the questions posed by the instructor during the lecture.
- **50 points:** Reaction post made the same week of the lecture according to the schedule. Reaction DOES NOT meet word requirement, DOES NOT provide an actual reaction to the lecture and instead is a summary, and DOES NOT answer the questions posed by the instructor during the lecture.
- **0 points:** No blog post listed.

- **Weekly Blog Post**

You are expected to write a weekly blog post of about 250 to 500 words based on the readings provided each week. Posts will be **due by noon each Monday** throughout the term of the week the readings are assigned. Blogs are not summaries of the readings. They are a discussion of the topics, opinions on the information, and your personal approach to the social media topic being discussed. The goal of the posts is to provide quality content as well as promote discussion within the comments section. The post should include a minimum of two questions or topics for discussion. Questions should either provoke readers or identify gaps in theory where discussion is warranted. Your opinions should be a foundation for your classmates to post comments and respond to your ideas.

Please follow appropriate netiquette rules. Your posts should discuss some of the readings assigned to demonstrate you have completed the assigned readings. Your classmates will

comment on your blog post and you will comment on theirs. For full credit, you are expected to respond to every post made on your blog. You are not required to make any comments if your blog post does not receive any comments. *However, this will be part of your blog comment grade and will not impact your weekly blog post grade. It will be part of your commenting grade. (See below)*

You must be prepared to create a WordPress blog for the purposes of this course. If you already already have a WordPress account, please create one specifically for this course. You can start your blog by going to <http://wordpress.com>. Step-by-step instructions on how to create your blog are provided on their site. These should be set up by week TWO and you should inform the instructor of your WordPress site name and upload it URL to Sakai. Be sure to allow comments when you create your blog.

Weekly blog posts are awarded points of 0 -100 according to levels of completion:

- **100 points:** Completed task fully and on time and demonstrates an understanding of the reading and not simply a summary of what was read. It is your job to take the information and apply it to a real-world situation. Should cover *at least three* of readings assigned and pose at least two questions to classmates, and respond to their posts in reaction to what you have written.
- **90 points:** No questions were posed to your classmates, but otherwise satisfied the objectives of the assignment.
- **85 points:** The minimum number of readings were not covered in your post, but otherwise satisfied the objectives of the assignment.
- **75 points:** Blog did not fulfill word requirements (250-500 words) or merely summarized the readings but did not advance the material.
- **50 points:** Blog post was posted late and did not demonstrate any evaluation of the readings OR post did not include at least two questions AND did not cover all the readings.
- **0 points:** No blog post listed.

- **Social Media Posting**

The best way to learn social media is to engage in social media usage. That's why each week you'll be required to post on a social media platform. To be counted, **posts must be made by 5 pm EST on Friday in the week assigned.**

Instructions for the social media postings will be found on Sakai. There will be 10 weekly assignments that will correspond to weeks 2-11. Each assignment will have 5 parts and will be awarded points of 0 -100 according to levels of completion, understanding of the assignment, and timeliness:

- **100 points:** Completed all 5 sections fully on time, and demonstrates a complete and noteworthy understanding of the social media platforms that are being used in the particular assignment.
- **90 points:** Completed all 5 sections fully on time, and demonstrates an understanding of the social media platforms that are being used in the particular assignment.
- **80 points:** Completed 4-5 sections on time, and demonstrates a partial understanding of the social media platforms that are being used in the particular assignment.
- **70 points:** Completed only 3 sections on time and demonstrates a partial understanding of the social media platforms that are being used in the particular assignment or completed 4- 5 sections with a limited understanding of the social media platforms.
- **60 points:** Completed only 2 sections or completed 3-5 sections with a minimal understanding of the social media platforms.
- **50 points:** Completed late and did not complete the entire assignment.
- **0 points:** Did not submit the assignment.

- **Blog Feedback and Comments**

Blogs are meant to be an interactive platform where the comments serve as an important type of content. Your classmates will comment on your blog post and you will comment on theirs. For full credit, you are expected to respond to every post made on your blog. You are not required to make any comments if your blog post does not receive any comments.

With regard to commenting on other blogs, each week you'll be required to comment on a minimum of three posts made by other students in the class. Each comment should reflect

that you read the student's blog post, processed the information, and added to the discussion by either elaborating a viewpoint or countering the opinion shared. To be counted, a comment must appear on the other student's blog **by Friday at 4 pm** for a blog post made during the week assigned. No more than three comments will be counted in any single week.

The instructor will evaluate the degree to which your posts add to the conversation and not done simply to fulfill the grade requirement. **Remember, blog posts are due on Mondays and you have until Friday to comment on these posts.**

To allow for a greater discussion on the blog posts, you will be required to check the comments made on your blog and respond back to them. In other words, you will comment on the comments made on your post as part of your Weekly Blog Post grade (see above).

Weekly blog comments are awarded points of 0 -100 according to levels of completion:

- **100 points:** Completed task fully and on time of three posts on other student's blogs that add substance to the discussion and responded to student's comments on your site.
- **90 points:** Completed task fully and on time of three posts on other student's blogs but only responded to some of the comments left on your own site.
- **80 points:** Completed task fully and on time of three posts on other student's blogs but did not respond back to any of the comments left on your site.
- **66 points:** Two completed blog comments on other student's blogs that add substance to the discussion.
- **33 points:** One completed blog comment on other student's blogs that add substance to the discussion.
- **0 points:** No blog comments posted or the comments posted do not add to the discussion.

The grading is partially subjective on the part of the instructor. While you may comment on the original post made by one of the students in the class, you may also feel compelled to react to a comment made by another student which could further the discussion.

- **Final Project (due week 11, October 28<sup>th</sup>)**

Each student will prepare a comprehensive social media review of the lessons learned and the content they created throughout the semester. This "deep dive" will include an analytical review of the content created across all social media platforms (your social media posting assignments) during the course of the semester, a comparison of what types of content performed best on different sites, techniques that were replicated by proven *at least 3* brands successful in the social media space, and a 5-page overview of what you learned including best practices, most common mistakes, and a usage guide for 5-different social media platforms. Projects should include citations from outside sources, reference

lectures, blog posts, and discussions, and prove a thorough understanding of the application of content creation and social media. The total project should be about 10 to 15 pages, including social analytics, sample blogs that have been analyzed for best and worst practices, comparisons to other successful sites, and your comprehensive overview. The final project will be due on the Monday of the second to last week of the class, **Week 11, October 28<sup>th</sup>**.

**EVALUATING PERFORMANCE AND GRADING**

Rubrics will be posted for each item that is graded. Course grades will be calculated as follows:

A	93.6%+	A-	90-93.4%		
B+	87.1-89.9%	B	83.6-87%	B-	80-83.5%
C+	77.1-79.9%	C	73.6-77%	C-	70-73.5%
D+	67.1-69.9%	D	63.6-67%	D-	60-63.5%
E	0-59.9%				

Weekly Blog	25%
Lecture reaction blogs	20%
Social Media Posting	15%
Blogs Feedback and Comments	10%
Final Project	30%

**1. Intro.**

**Objectives:**

- Introduction.
- Review course requirements.
- Assignments and grading.
- Why this course matters and the importance of social media.

**2. The Multiple Uses of Social Media: Content, Marketing, Personal, Human Resources/social recruitment, and Endorsements.**

**Objectives:**

- Why everyone should be using social media.
- Understanding how social media platforms are used by businesses.
- Best ways to measure social media success.
- Best practices on different social platforms.

**3. The role of content: media content creation, content marketing, creating media friendly content.**

**Objectives:**

- Understand what blogging platforms are best for social media
- How to write ideal blog post.
- How media companies utilize content (page views, ad buys, direct marketing, etc.).
- Content production: general step-by-step approach to creating great content.
- How to make your content appeal to brands/media companies.

**4. The New News Feed: Twitter.****Objectives:**

- How to use Twitter
- How to get more clicks and engagement on Twitter
- Best Times to post and best type of content to share
- Journalism standards and attribution

**5. The Social Graph: Facebook/Google+.****Objectives:**

- What is the value of the Social graph?
- The difference between Google+ and Facebook.
- How to succeed in Google+ and Facebook engagement.
- Best Times to post and share content.
- How to create successful Facebook engagement.
- Understanding the future of Facebook.

**6 The two worlds of Social Interactions: Personal vs. Business****Objectives:**

- How LinkedIn became a major player in social media.
- How to leverage social media to build a brand image.
- The importance of profile pages and earning a job (what should be on your profile).
- Social media and human resources recruiting.
- How Social Media can help you land a job.

**7 Instagram, Pinterest, YouTube, and Vine****Objectives:**

- Why video is the present and future of social media.
- What types of content perform best on visual platforms.
- Best times to post and best types of content.
- Legality and user rights of images.



## 8. Creating Viral Content

### Objectives:

- How to build content that attracts an audience.
- How to use different social media platforms to proliferate content reach.
- Biggest social media campaign mistakes.

## 9. Social Analytics and Social Tools: Taking Your Social Media to the Next Level: Additional Options to Refine Social Media (Hootsuite)

### Objectives:

- The best tools for measuring social media success.
- Understanding the most important metrics for user engagement and improving conversions.
- How social media data is the new listening platform for brands and media.
- User and consumer insights.

## 10. Understanding SEO

### Objectives:

- What it is, Why it's important, and the next generation of SEO and Social.

## 11. The Value of Social Media: Crowdsourcing, ROI, Traffic, and Monetization

### Objectives:

- Basic understanding of how social media can translate into money.
- How crowd sourcing is the newest form of venture capital.

## 12. The Future of Social Media

### Objectives:

- Application to journalism, PR, marketing, human resources, business, job seeking, ad agencies.

## COURSE SCHEDULE

Minor adjustments may be necessary to improve the delivery of the topics in this course. Changes made to this syllabus will be announced electronically. The instructor reserves the right to revise policies and procedures

W	Date	Topic	Readings & Videos
1	8/21	Intro Expectation	<a href="http://www.briansolis.com/2011/07/social-media-is-not-going-to-save-your-business/">http://www.briansolis.com/2011/07/social-media-is-not-going-to-save-your-business/</a>

		<p>s, Grading &amp; Policies  Overview- Why Social is Important, History and Current Trends  Basic Terms &amp; Jargon</p>	<p><a href="https://managewp.com/the-importance-of-social-media">https://managewp.com/the-importance-of-social-media</a></p> <p><a href="http://www.inc.com/hollis-thomases/8-risks-when-you-ignore-social-media.html/1">http://www.inc.com/hollis-thomases/8-risks-when-you-ignore-social-media.html/1</a></p> <p><a href="http://blog.hootsuite.com/importance-of-social-business/">http://blog.hootsuite.com/importance-of-social-business/</a></p> <p><a href="http://www.inc.com/eric-v-holtzclaw/12-essential-tips-to-get-social-media-traction.html">http://www.inc.com/eric-v-holtzclaw/12-essential-tips-to-get-social-media-traction.html</a></p> <p><a href="http://www.fastcompany.com/3014913/leadership-now/3-social-media-questions-every-brand-should-ask-itself">http://www.fastcompany.com/3014913/leadership-now/3-social-media-questions-every-brand-should-ask-itself</a></p> <p><a href="http://infographics.fastcompany.com/miscellaneous/rules-of-social-media-poster.pdf">http://infographics.fastcompany.com/miscellaneous/rules-of-social-media-poster.pdf</a></p> <p><a href="http://www.huffingtonpost.com/vala-afshar/social-media_b_2944407.html">http://www.huffingtonpost.com/vala-afshar/social-media_b_2944407.html</a></p> <p><a href="http://www.forbes.com/sites/jeannemeister/2013/04/18/want-to-be-a-more-productive-employee-get-on-social-networks/">http://www.forbes.com/sites/jeannemeister/2013/04/18/want-to-be-a-more-productive-employee-get-on-social-networks/</a></p> <p><a href="http://www.inc.com/gary-vaynerchuk/secrets-to-social-media.html">http://www.inc.com/gary-vaynerchuk/secrets-to-social-media.html</a></p> <p><a href="http://www.dr4ward.com/.a/6a00e54fd9f059883301901e79611b970b-pi">http://www.dr4ward.com/.a/6a00e54fd9f059883301901e79611b970b-pi</a></p>
2	8/26	<p>The Multiple Uses of Social Media: Content, Marketing, Personal, Human Resources/Social Recruitment, Endorsements</p>	<p><a href="http://www.inc.com/scott-elser/do-you-have-a-social-media-strategy.html">http://www.inc.com/scott-elser/do-you-have-a-social-media-strategy.html</a></p> <p><a href="http://www.forbes.com/sites/work-in-progress/2013/03/12/the-hidden-benefits-of-social-media-marketing-why-your-strategy-may-be-working-better-than-you-think/">http://www.forbes.com/sites/work-in-progress/2013/03/12/the-hidden-benefits-of-social-media-marketing-why-your-strategy-may-be-working-better-than-you-think/</a></p> <p><a href="http://www.forbes.com/sites/jeannemeister/2013/01/03/2013-the-year-of-social-hr/">http://www.forbes.com/sites/jeannemeister/2013/01/03/2013-the-year-of-social-hr/</a></p> <p><a href="http://business.time.com/2012/07/09/how-recruiters-use-social-networks-to-make-hiring-decisions-now/">http://business.time.com/2012/07/09/how-recruiters-use-social-networks-to-make-hiring-decisions-now/</a></p> <p><a href="http://blog.hootsuite.com/social-media-storytelling-1/">http://blog.hootsuite.com/social-media-storytelling-1/</a></p>

			<a href="http://mashable.com/2013/04/16/humanize-brand-social/">http://mashable.com/2013/04/16/humanize-brand-social/</a> <a href="http://www.entrepreneur.com/article/218160">http://www.entrepreneur.com/article/218160</a> <a href="http://searchenginewatch.com/article/2274254/Why-Social-Media-Listening-is-Important-for-Brands">http://searchenginewatch.com/article/2274254/Why-Social-Media-Listening-is-Important-for-Brands</a> <a href="http://www.youtube.com/watch?v=agVuYWl7b40&amp;feature=autoshare">http://www.youtube.com/watch?v=agVuYWl7b40&amp;feature=autoshare</a>
3	9/2	The Role of Content: Media Content Creation, Content Marketing, Creating Media Friendly Content	<a href="http://www.pammarketingnut.com/2013/06/50-ways-to-energize-your-social-community-audiences/">http://www.pammarketingnut.com/2013/06/50-ways-to-energize-your-social-community-audiences/</a> <a href="http://www.vocus.com/blog/guy-kawasaki-more-followers-more-engagement-less-time-webinar/">http://www.vocus.com/blog/guy-kawasaki-more-followers-more-engagement-less-time-webinar/</a> <a href="http://socialfresh.com/how-to-use-content-to-build-your-community/">http://socialfresh.com/how-to-use-content-to-build-your-community/</a> <a href="http://www.marismith.com/nine-steps-creating-engaging-content-infographic/">http://www.marismith.com/nine-steps-creating-engaging-content-infographic/</a> <a href="http://www.briansolis.com/2013/07/the-2013-social-media-landscape-infographic/">http://www.briansolis.com/2013/07/the-2013-social-media-landscape-infographic/</a> <a href="http://www.linkedin.com/today/post/article/20130711163702-15077789-content-is-fire-and-social-media-is-gasoline">http://www.linkedin.com/today/post/article/20130711163702-15077789-content-is-fire-and-social-media-is-gasoline</a>
4	9/9	The New News Feed: Twitter	<a href="http://www.forbes.com/sites/markfidelman/2013/06/05/3-twitter-engagement-tricks-you-should-do-every-day-from-the-1-most-engaged-brand-on-twitter/">http://www.forbes.com/sites/markfidelman/2013/06/05/3-twitter-engagement-tricks-you-should-do-every-day-from-the-1-most-engaged-brand-on-twitter/</a>

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5	9/16	The Social Graph: Facebook/Google+	<p><a href="http://www.businessinsider.com/explainer-what-exactly-is-the-social-graph-2012-3">http://www.businessinsider.com/explainer-what-exactly-is-the-social-graph-2012-3</a></p> <p><a href="http://www.forbes.com/sites/shelisarael/2013/">http://www.forbes.com/sites/shelisarael/2013/</a></p>

			<p><a href="http://www.broadswordcommunications.com/news/2013/5/20/the-importance-of-engagement-in-facebook-marketing-edgerank">01/16/the-importance-of-facebooks-graph-search/</a></p> <p><a href="http://www.broadswordcommunications.com/news/2013/5/20/the-importance-of-engagement-in-facebook-marketing-edgerank">http://www.broadswordcommunications.com/news/2013/5/20/the-importance-of-engagement-in-facebook-marketing-edgerank</a></p> <p><a href="http://mashable.com/2013/08/06/facebook-news-feed-works/">http://mashable.com/2013/08/06/facebook-news-feed-works/</a></p> <p><a href="http://www.amyporterfield.com/2012/02/5-facebook-posts-that-spark-massive-engagement/">http://www.amyporterfield.com/2012/02/5-facebook-posts-that-spark-massive-engagement/</a></p> <p><a href="http://kingarst.com/how-to-use-the-new-google-plus-changes-to-build-your-brand-more-effectively">http://kingarst.com/how-to-use-the-new-google-plus-changes-to-build-your-brand-more-effectively</a></p> <p><a href="http://www.copyblogger.com/google-plus-content-marketers/">http://www.copyblogger.com/google-plus-content-marketers/</a></p> <p><a href="http://socialmediatoday.com/node/1600736">http://socialmediatoday.com/node/1600736</a></p> <p><a href="http://moz.com/blog/authorship-google-plus-link-building">http://moz.com/blog/authorship-google-plus-link-building</a></p>
6	9/23	The Two Worlds of Social Interactions: Personal vs. Business Uses and Abuses LinkedIn	<p><a href="http://online.wsj.com/article/SB10001424127887324432004578304740861400194.html">http://online.wsj.com/article/SB10001424127887324432004578304740861400194.html</a></p> <p><a href="http://www.socialmediaexaminer.com/preparing-for-the-new-linkedin-design-how-to-optimize-your-page-and-profile/">http://www.socialmediaexaminer.com/preparing-for-the-new-linkedin-design-how-to-optimize-your-page-and-profile/</a></p>

			<p><a href="http://www.forbes.com/sites/learnvest/2013/03/04/8-mistakes-you-should-never-make-on-linkedin/">http://www.forbes.com/sites/learnvest/2013/03/04/8-mistakes-you-should-never-make-on-linkedin/</a></p> <p><a href="http://www.linkedintobusiness.com/viveka/how-to-protect-yourself-on-linkedin-2--i-237.asp">http://www.linkedintobusiness.com/viveka/how-to-protect-yourself-on-linkedin-2--i-237.asp</a></p> <p><a href="http://www.copyblogger.com/linkedin-profile/">http://www.copyblogger.com/linkedin-profile/</a></p> <p><a href="http://ijnet.org/stories/five-mistakes-journalists-make-linkedin">http://ijnet.org/stories/five-mistakes-journalists-make-linkedin</a></p> <p><a href="http://www.dr4ward.com/.a/6a00e54fd9f05988330192ac59effb970d-pi">http://www.dr4ward.com/.a/6a00e54fd9f05988330192ac59effb970d-pi</a></p>
7	9/30	Visuals- Instagram, Pinterest, YouTube, and Vine	<p><a href="http://technorati.com/social-media/article/research-youtube-beats-facebook-with-consumers/">http://technorati.com/social-media/article/research-youtube-beats-facebook-with-consumers/</a></p> <p><a href="http://www.fastcompany.com/1761504/how-make-youtube-part-your-social-media-marketing">http://www.fastcompany.com/1761504/how-make-youtube-part-your-social-media-marketing</a></p> <p><a href="http://www.searchenginejournal.com/why-you-should-not-ignore-pinterest-in-your-social-media-strategy/62950/">http://www.searchenginejournal.com/why-you-should-not-ignore-pinterest-in-your-social-media-strategy/62950/</a></p> <p><a href="http://www.entrepreneur.com/article/227108">http://www.entrepreneur.com/article/227108</a></p> <p><a href="http://techland.time.com/2013/03/18/the-future-of-youtube-more-channels-in-more-places/">http://techland.time.com/2013/03/18/the-future-of-youtube-more-channels-in-more-places/</a></p>

			<a href="http://socialfresh.com/vineograph/">http://socialfresh.com/vineograph/</a>  <a href="http://www.cc-chapman.com/2013/the-marketing-value-of-pictures-vs-photographs/">http://www.cc-chapman.com/2013/the-marketing-value-of-pictures-vs-photographs/</a>
8	10/7	Creating Viral Content	<a href="http://moz.com/blog/why-content-goes-viral-the-scientific-theory-and-proof">http://moz.com/blog/why-content-goes-viral-the-scientific-theory-and-proof</a>  <a href="http://moz.com/blog/the-secret-recipe-for-viral-content-marketing-success">http://moz.com/blog/the-secret-recipe-for-viral-content-marketing-success</a>  <a href="http://moz.com/blog/oops-i-ruined-the-facebook-ipo">http://moz.com/blog/oops-i-ruined-the-facebook-ipo</a>  <a href="http://socialtriggers.com/craft-contagious-content/">http://socialtriggers.com/craft-contagious-content/</a>  <a href="http://www.forbes.com/sites/dorieclark/2013/06/23/how-to-create-viral-content/">http://www.forbes.com/sites/dorieclark/2013/06/23/how-to-create-viral-content/</a>  <a href="http://www.socialmediaexplorer.com/content-marketing-2/5-key-elements-of-viral-content-infographic/">http://www.socialmediaexplorer.com/content-marketing-2/5-key-elements-of-viral-content-infographic/</a>  <a href="http://www.linkedin.com/today/post/article/20121010211756-1863151-why-your-brand-needs-to-take-a-supersonic-jump-from-space?trk=mp-edit-rr-posts">http://www.linkedin.com/today/post/article/20121010211756-1863151-why-your-brand-needs-to-take-a-supersonic-jump-from-space?trk=mp-edit-rr-posts</a>
9	10/14	Social Analytics and Social Tools: Taking Your Social Media to the Next Level	<a href="http://www.techradar.com/us/news/software/applications/best-social-media-analytics-tools-8-of-the-best-to-use-1151220">http://www.techradar.com/us/news/software/applications/best-social-media-analytics-tools-8-of-the-best-to-use-1151220</a>  <a href="http://moz.com/ugc/13-social-media-software-tools-for-marketing-your-company-or-clients">http://moz.com/ugc/13-social-media-software-tools-for-marketing-your-company-or-clients</a>  <a href="http://raventools.com/blog/infographic-social-media-analytics/">http://raventools.com/blog/infographic-social-media-analytics/</a>  <a href="http://www.smartinsights.com/google-analytics/google-analytics-campaign-tracking/using-google-analytics-to-track-social-media-marketing/">http://www.smartinsights.com/google-analytics/google-analytics-campaign-tracking/using-google-analytics-to-track-social-media-marketing/</a>  <a href="http://www.bynd.com/blog/from-social-media-analytics-to-consumer-insights/">http://www.bynd.com/blog/from-social-media-analytics-to-consumer-insights/</a>

			<a href="http://www.hausmanmarketingletter.com/4-proven-techniques-for-using-social-media-analytics-for-conversion/">http://www.hausmanmarketingletter.com/4-proven-techniques-for-using-social-media-analytics-for-conversion/</a>  <a href="http://www.razorsocial.com/link-tracking/">http://www.razorsocial.com/link-tracking/</a>
10	10/21	Understanding SEO: What it is, Why it's important, and the Next Generation of SEO and Social	<p><b>Introduction to Google Analytics</b></p> <p><a href="https://support.google.com/analytics/answer/1008065?hl=en">https://support.google.com/analytics/answer/1008065?hl=en</a></p> <p><a href="http://www.razorsocial.com/google-analytics-measuring-engagement/">http://www.razorsocial.com/google-analytics-measuring-engagement/</a></p> <p><a href="http://www.forbes.com/sites/dansimon/2013/05/09/10-seo-tips-for-2013/">http://www.forbes.com/sites/dansimon/2013/05/09/10-seo-tips-for-2013/</a></p> <p><a href="http://www.razorsocial.com/improve-google-ranking-for-your-blog-post/">http://www.razorsocial.com/improve-google-ranking-for-your-blog-post/</a></p> <p><a href="http://www.razorsocial.com/google-webmaster-tools-7-ways-to-increase-traffic-to-your-website/">http://www.razorsocial.com/google-webmaster-tools-7-ways-to-increase-traffic-to-your-website/</a></p> <p><a href="http://www.marketingprofs.com/charts/2013/11113/the-value-of-being-the-top-google-search-result">http://www.marketingprofs.com/charts/2013/11113/the-value-of-being-the-top-google-search-result</a></p>
11	10/28	The Value of Social Media: Crowdsourcing, ROI, Traffic, and Monetization	<p><a href="http://www.theatlantic.com/technology/archive/2012/04/social-medias-small-positive-role-in-human-relationships/256346/">http://www.theatlantic.com/technology/archive/2012/04/social-medias-small-positive-role-in-human-relationships/256346/</a></p> <p><a href="http://deloitte.wsj.com/cio/2012/10/25/measuring-and-capturing-the-value-of-social-media-investments/">http://deloitte.wsj.com/cio/2012/10/25/measuring-and-capturing-the-value-of-social-media-investments/</a></p> <p><a href="http://www.forbes.com/sites/aaronperlut/2013/07/11/real-time-marketing-a-social-media-layup-that-any-brand-should-">http://www.forbes.com/sites/aaronperlut/2013/07/11/real-time-marketing-a-social-media-layup-that-any-brand-should-</a></p>



			<a href="#">not-miss/</a> <a href="http://www.inc.com/doug-ulman/whats-the-real-value-of-social-media.html">http://www.inc.com/doug-ulman/whats-the-real-value-of-social-media.html</a> <a href="http://www.salesforcemarketingcloud.com/blog/2013/02/5-simple-tips-for-fundraising-with-social-media/">http://www.salesforcemarketingcloud.com/blog/2013/02/5-simple-tips-for-fundraising-with-social-media/</a> <a href="http://raventools.com/blog/social-media-roi-one-size-fits-all/">http://raventools.com/blog/social-media-roi-one-size-fits-all/</a> <a href="http://mashable.com/2013/08/02/social-media-increase-roi/">http://mashable.com/2013/08/02/social-media-increase-roi/</a>
12	11/4	The Future of Social Media: Journalism, PR, Marketing, Human Resources, Business, Job Seeking, Ad Agencies	<a href="http://www.forbes.com/sites/meghanbiro/2012/08/29/who-owns-the-brand-you/">http://www.forbes.com/sites/meghanbiro/2012/08/29/who-owns-the-brand-you/</a> <a href="http://www.huffingtonpost.com/jayson-demers/how-social-media-is-suppo_b_3239076.html">http://www.huffingtonpost.com/jayson-demers/how-social-media-is-suppo_b_3239076.html</a> <a href="http://www.nieman.harvard.edu/reportsitem.aspx?id=101882">http://www.nieman.harvard.edu/reportsitem.aspx?id=101882</a> <a href="http://smallbusiness.yahoo.com/advisor/four-ways-social-media-changing-journalism-213042552.html">http://smallbusiness.yahoo.com/advisor/four-ways-social-media-changing-journalism-213042552.html</a> <a href="http://handbook.reuters.com/index.php?title=Reporting_From_the_Internet_And_Using_Social_Media#Using_Social_Media">http://handbook.reuters.com/index.php?title=Reporting_From_the_Internet_And_Using_Social_Media#Using_Social_Media</a> <a href="http://www.bizjournals.com/kansascity/news/2013/07/26/social-media-matters-pr-pros-have-the.html?page=all">http://www.bizjournals.com/kansascity/news/2013/07/26/social-media-matters-pr-pros-have-the.html?page=all</a> <a href="http://searchenginewatch.com/article/2285822/Bridging-the-Gap-Between-Social-Media-and-PR">http://searchenginewatch.com/article/2285822/Bridging-the-Gap-Between-Social-Media-and-PR</a> <a href="http://www.inc.com/scott-elser/is-social-media-advertising-or-pr.html">http://www.inc.com/scott-elser/is-social-media-advertising-or-pr.html</a> <a href="http://www.dr4ward.com/.a/6a00e54fd9f059883301901e50c908970b-pi">http://www.dr4ward.com/.a/6a00e54fd9f059883301901e50c908970b-pi</a> <a href="http://www.forbes.com/sites/jacquelynsmith/2013/04/16/how-social-media-can-help-or-hurt-your-job-search/">http://www.forbes.com/sites/jacquelynsmith/2013/04/16/how-social-media-can-help-or-hurt-your-job-search/</a>

**University Policy on Accommodating Students with Disabilities:**

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

**\*\*Netiquette: Communication Courtesy:**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. [Describe what is expected and what will occur as a result of improper behavior]  
<http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

**Getting Help:**

For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

**\*\* Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.**

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
  - <http://www.counseling.ufl.edu/cwc/Default.aspx>
  - 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints

- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

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

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>

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

**The University of Florida Honor Code** was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

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 about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

## USE OF STUDENT WORK (FERPA)

The instructor may use academic work that you complete this semester for educational purposes during this semester as well as future semesters. Registration and continued enrollment in this class constitute your permission. Before using your work in future semesters, the instructor is required to obtain your written permission or state that the work is anonymous by removing all of the identifying information. Use of social media constitutes your permission as search engines archive all content created for this class.