COURSE INFORMATION

Course Number and Title
MMC 5636 Introduction to Social Media

Course Offering
Fall 2015

Required Text
None-readings can be found in Canvas.

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

- 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.

INSTRUCTOR INFORMATION

Name
Robin O'Callaghan

Phone Number and Email
Cel-507-450-3405
ROCallaghan@winona.edu Primary email. This is the best email to use to contact me.
OCallaghanRobin@gmail.com Only use this account to share documents with me via Google Docs.

Instructor Availability
You can expect all emails responses to be done within 24 hours Monday-Friday. Feedback on assignments will be given one week after the due date unless otherwise noted.

Class Demeanor:
Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Course Description
This course exposes students to various social media channels and their application in current media and business. The course examines the current habits in social media, trends, and evolution in social communication to provide a better understanding of the relationship between the different social channels and how they can be used to serve to build brands, and play a role in business growth. 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 channel and testing the theories and concepts presented in lecture.

Course Level Learning Objectives

1. Define fundamentals and elements of social media (Week 1).
2. Compare and contrast social media and traditional media (Week 1).
3. Describe and use different types of social media channels (Week 2).
4. Compare and contrast different social media channels (Week 2).
5. Analyze and interpret social media feedback (Week 3).
6. Analyze other social media companies' presence (Week 3).
7. Discuss how journalists use social media for newsgathering, building a personal brand, finding news sources and story ideas (Week 4).

8. Compare and contrast news coverage on social media channels and traditional media (Week 4).
9. Illustrator social media audiences (Week 5).
10. Discuss ways business use social media for marketing and audience engagement (Week 6).
11. Develop a plan to engage audiences on social media channels (Week 6).
12. Develop social media content strategy (Week 7).
13. Create and plan social media content to engage an audience (Week 8).
14. Define and describe best practices for gathering, interpreting and using data to make decision on social media content and channels (Week 9).
15. Measure audience site traffic on social media (Google Analytics/Facebook Analytics) (Week 9).
16. Create a company social media policy (Week 10).
17. Debate ethical decision making on social media company (Week 11-12).

Course Topics by Weeks

Week	**Topic**
Aug. 24	What is Social Media
Aug. 31	Social Media Channels
Sept. 7	Social Media Feedback
Sept. 14	Social Media and Journalism
Sept. 21	Audience Engagement
Sept. 28	Audience Engagement
Oct. 5	Content Strategy and SEO
Oct. 12	Editorial Calendars & ROI
Oct. 19	ROI Continues
Oct. 26	Social Media and Management
Nov. 2	Social Media Policy
Nov. 9	Social Media Policy Continues

COURSE PROCEDURES AND POLICIES

Course Purpose & Attendance
Attendance or online engagement is key to the success of any course. You will want to log into the course site at least 4 out of 7 days of the week. I would recommend daily but the benefit of an online course is flexibility. You will be spending at least 15 hours a week on the course materials and assignments.

Late Assignment Policy
Anything 24-hours after the due date is considered a late assignment and you will lose 10% of the grade. Any assignment after two weeks late or more will result in a zero. You must complete all course work to pass this course.

Academic Integrity Policy
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.**

Weekly Readings, Recorded Lectures and Videos

All readings, recorded lectures and videos can be found in each week just below the learning objectives. You should watch/read them in the order they are listed in on this page.
See Canvas for the following:
Read: These are documents must be read completely as they relate to assignments or will be assignment instructions or templates.
Watch: Course recorded lectures and other videos as they relate to the weekly topics. Recorded Lectures will be labeled with (RL) after the title. All other videos will only have the video's title.

GRADING & ASSIGNMENTS

Grading Scale

A	(93%-100%)
A-	(90%-92%)
B+	(87%-89%)
B	(83%-86%)
B-	(80%-82%)
C+	(77%-79%)
C	(73%-76%)
C-	(70%-72%)
D+	(67%-69%)
D	(63%-66%)
D-	(60%-62%)
E	(below 59%)

Note: To determine your grade percentage, take the total points you have earned divided by the 305 total possible points.

The following assignments may be completed with a partner or you can do these alone. (Note: If you complete Week 5 Pinterest Persona assignments with a partner you will most likely want to do the same for Weeks 6-8).

Total Points for the Course=305

Weekly Discussion Boards are titled **(DB)** and Weekly Projects will be titled **(Projects)** below**.**

Week 1

- Introduce Yourself (DB) – 10pts
- Integrating Social Media Channels (DB) – 20pts

Week 2

- Hot Seat Original Summary Post (Project/DB) - 25pts

Week 3

- Monitoring the Social Media Feedback Cycle (Project) – 25pts

Week 4

- Social Media Journalism Story Coverage or (Project) – 20pts
- Social Media and Journalism Reflection (Project) – 20pts

Note: You only have to complete one of the above assignments.

Week 5

- Build Pinterest Persona (Project) – 20pts
- Build Pinterest Persona (DB) – 10pts

Week 6

- Social Media Engagement Idea (Project) – 25pts
- Social Media Engagement Idea (DB) – 10pts

Week 7

- Social Media Content Strategy (Project) – 30pts

Week 8

- Editorial Calendar (Project) – 25pts

Week 9

- ROI (DB) – 20pts

Week 10-11

- Social Media and Management Structured Debate (DB) – 45pts

All assignment directions and details can be found under Assignments or Discussion Boards on our course site. Due dates can be found under Syllabus of our course site.

#Social Sharing	You will also find a Discussion Board titled **#SocialSharing,** this can be used to post any articles, websites or videos you might run across to share with your peers. This is not required.

Robin and Jane's Social Media Top Picks	As you know, social media changes so quickly. So in order to keep up, we will post recent articles, websites, or videos at the bottom of each weekly page. These are not required readings.

STUDENT SUPPORT SERVICES

Disability Services
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. http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

COURSE EVALUATION

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

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