

**SOCIAL MEDIA MANAGEMENT
MAMC 6730 FALL 2015**

COURSE INFORMATION
Credits 03

Weekly Live Office Hour: Every Monday at 8:00 p.m. EST via Adobe Connect. This office hour is open to all students and will be recorded. Each office hour will also act as a week in review. Additional meeting times can also be set up by appointment. Contact the instructor at jpreusz@jou.ufl.edu for additional meeting times.

Connect Classroom URL: <https://lss.at.ufl.edu/>

INSTRUCTOR

Jared Preusz, MS
Cell: 801-828-6462
Email: jpreusz@jou.ufl.edu
Twitter: @SocialJared
LinkedIn: <https://www.linkedin.com/in/jaredpreusz>

Note—please use my jpreusz@jou.ufl.edu email address for all communication. Email is the quickest way to get a message to me as it hits my phone, which I always have with me! I will respond to all emails within 24 hours. Please only call my cell in cases of emergencies.

COURSE DESCRIPTION

This course teaches students to use social media strategically to create value for an organization. An emphasis is placed on strategic collaboration, tactical execution, and measurement of social media efforts. Students will learn by doing in assignments focusing on social media post writing and publishing, management and measurement tools, a social media audit, an editorial calendar, a tactical plan, and crisis management. The course will cover blogs, Facebook, Twitter, Instagram, Pinterest, LinkedIn, and an array of niche social media platforms.

COURSE LEARNING OBJECTIVES

By the end of this course, students will master the skills necessary to be successful social media managers. They will know how to:

- Identify the components of a strategic social media plan and effectively develop one that creates value for any organization
- Create engaging content for Facebook, Twitter, Instagram, LinkedIn, Pinterest, and additional niche social media networks
- Evaluate which social media platforms are the most effective for the brand represented
- Identify the best tools to manage and measure the performance of social media content and campaigns
- Assess the critical issues social media managers face and how to handle crises

COURSE DESIGN

This course will draw on professional real-life concepts and examples. During weeks 1 through 11 in this course, you will learn the skills that will help you create a three-month strategic social media plan for your final project. In the first half of this course, we will discuss the options for brand selection, finding a client for social media services, creating proposals and client contact reports,

devising your own social media strategy, writing engaging content, and incorporating how to make metrics work for the advantage of a client. In the latter half of the course, you will learn how to use your social media strategy to create effective posts for several channels.

In week 11 of the course, we will focus on crisis management, where you will learn the best practices on how to avoid crises and develop a plan in case problems do arise. The final week of the course will discuss the future of social media and how new innovations in technology will impact how people share, interact, and communicate online.

Although the primary course focus will be on creating a social media strategy plan, there will be class assignments and discussions to evaluate your knowledge of specific concepts relevant to social media management. Weekly lectures and reading materials will be provided each week to help you master the skills needed to not only complete your social media plan, but to also become a successful social media manager.

This course will include the following:

- Weekly pre-recorded video lectures posted to Canvas
- Weekly readings reinforcing skills taught in the lecture as well as additional skills
- Weekly discussion posts to provide reactions on what you learn in the lectures and readings
- Four assignments where you will complete key portions of a social media strategy plan
- A detailed, three-month social media strategy plan for your selected brand

Online Class Requirements

1. You will need an Internet connection to access this course, view the lectures, attend online class sessions, and complete your assignments.
2. You must be able to communicate with the instructor. Most communications can be done via email and the discussion board, but you may be asked to join Dropbox.com or Google Drive (both free online services) to share large files.

Required Books

Macarthy, Andrew (2015). *500 Social Media Marketing Tips: Essential Advice, Hints, and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More!*

Schaffer, Neal (2013). *Maximize Your Social*. New Jersey: John Wiley & Sons.

These books are also available as Amazon Kindle versions.

Additional readings will be provided for each week of the course. See the course schedule at the end of this syllabus for more details on the readings. This information is also available in Canvas.

Sites to Follow

In addition to the readings, it is also recommended that you read current articles related to social media strategy and management on each of the following sites weekly during the course:

Social Media Examiner: <http://www.socialmediaexaminer.com/>

Social Media Today: <http://www.socialmediatoday.com/>

Mashable: <http://mashable.com/category/social-media/>

Hootsuite Blog: <http://blog.hootsuite.com/>

Weekly Lectures

There will be video lectures posted each week of the course on Canvas. These lectures will cover class materials for each week. These lectures will vary in length depending on the topics being discussed. It is your responsibility to watch each lecture. The lectures will share information that you will need to successfully write your weekly discussion posts as well as complete class assignments.

Discussion Posts

Discussion is an important part of this course. You are expected to read the assigned readings, watch each week's lecture and actively participate in regular discussions through the "Discussion Posts" tab in Canvas. Each lecture in the course will have a series of questions at the end that will require you to apply what you learned and write a response from the lecture and assigned readings. You will need to watch the video lecture and read the assigned readings to write a discussion post each week that is at least 300-500 words. Please note that your post should not be a summary of the readings and the lecture, but rather a reaction to what you learn.

You will also include two questions at the end of the post. Questions should be included as a means to demonstrate how you believe the topic could have been expanded or where you believe the reading did not fully cover a given issue. These questions will also be used to provide classmates ideas for comments they may post in response to your discussion. The questions are not part of the 300-500 word requirement. Feel free to use any of the readings and the lecture as sources for your reaction post, but you are also encouraged to add additional research and insights to your posts. When using a source, you must properly cite the material used in the APA Style Format.

Weekly Discussion Posts are due by 11:59 p.m., EST, on Tuesdays.

Weekly Discussion Posts are awarded points of 0-100 according to the following:

	100-90 Excellent	89-80 Good	Less than 80 Unsatisfactory
Topic – 30%	Competently describes and contextualizes subject matter of lecture and reading	Capably describes subject matter of lecture and reading with some context	Fails to fully describe subject matter of lecture and reading or fails to contextualize it
Sourcing – 15%	Sources course readings and videos and when needed refers to additional outside materials	Demonstrates competence in sourcing course readings and videos	Subject is treated in a haphazard manner and sourcing is insufficient to sustain an argument
Relevance – 25%	Thoroughly cites own experiences or real life incidents to highlight learning	Cites some relevant experiences or real life incidents to give additional context	Material is presented without real world relevance
Insight – 30%	Compelling, focused and persuasive views are offered	The discussion post falters at times, but the main point is clear	Points are unclear, either through misunderstanding or lack of focus

Weekly Discussion Post Comments

Each week you will be asked to comment on at least two discussion posts by fellow students. Each comment should be between 150-400 words. To be counted, a comment must appear on a discussion post in Canvas by 11:59 p.m. on Friday of the week assigned. No more than two comments per week will be counted. You will also need to respond to all comments on your discussion post on Sundays of each week by 11:59 p.m.

Comments must add something of value to the conversation thread, i.e. be thought provoking, and not done simply to fulfill the grade requirement. While you may comment on the original post, you may also feel compelled to react to a comment made by another student which could further the discussion. The instructor will also be responding to discussion posts and provide clarification and resources to keep the discussion active. Each comment must include research to back up your statements and arguments. Each source you use must be cited using the APA format.

Weekly Discussion Post Comments are due by 11:59 p.m., EST, on Fridays.
You need to respond to each comment on your discussion post by 11:59 p.m. on Sundays.

Weekly discussion post comments are awarded points of 0 – 100 according to the following levels completion:

	100-90 Excellent	89-80 Good	Less than 80 Unsatisfactory
Discussion – 50%	Comments enhance the learning experience by challenging the reading reaction or adding new perspectives. New questions may be posed. Replies are posted to all comments of the initial weekly lecture/reading reaction posts as well.	Responds to the learning experience nearly fully, demonstrating a good understanding of what has been discussed.	Response does not enhance learning. It may include recognition of the reaction post, but little else of value.
Relevance – 25%	Thoroughly cites own experiences or real life incidents to highlight learning.	Cites some relevant experiences or real life incidents to give additional context.	No real world relevance provided.
Insight – 25%	Compelling, focused and persuasive views are offered.	The main point is clear.	Point is unclear, either through misunderstanding or lack of focus.

Course Social Media Post Discussion Board

In preparation for your final project, you will publish a series of test social media posts on a course discussion board in Canvas during weeks 8 and 9. The posts you publish to this discussion board will be used in your final project to help provide a sampling of the content you would publish as a social media manager for your selected brand.

The course social media post discussion board will also give the opportunity for the instructor as well as students to provide feedback via comments. Each student is expected to make any adjustments to their posts based on the feedback they receive from the instructor.

Each student will be required to use at least three social media channels for their final project and must create a minimum of two posts for each channel.

For example, if you select Facebook, Twitter, and Instagram as your channels, you will need to have 2 Facebook posts, 2 Twitter posts, and 2 Instagram posts. These posts will make up the content of your Course Social Media Post Discussion Board posts. You will make your first post for each of your selected channels during Week 8 and your second post for each channel during Week 9.

The posts will be due on Thursday during Week 8 and Week 9 by 11:59 p.m. EST.

You will also need to leave a comment on at least two other classmates' posts by Sunday at 11:59 p.m. EST during weeks 8 and 9.

COURSE SOCIAL MEDIA POST DISCUSSION BOARD GRADING RUBRIC:

Grade	Grading Criteria for the Course Social Media Discussion Board
0	Failure to load posts on time
70	<ul style="list-style-type: none">• Less than three posts uploaded on time.• Minimal effort used in creating something original with an appropriate brand voice.• Post/s lack variety. <p>Example: Only one uploaded post, which consists of a headline and no visual.</p>
85	<ul style="list-style-type: none">• Three posts uploaded on time.• Some effort used in creating posts with appropriate brand voice, but lacks originality and/or variety. <p>Example: Uploaded three posts, but not all three show the student's understanding of the native language of each social media channel.</p>
100	<ul style="list-style-type: none">• Completed task successfully on time• Clearly took the time to create three well-crafted posts with correct brand voice and engaging content.• A variety of posts show the many different ways social media managers can use several social media channels to create engagement. <p>Example: Uploaded three posts, each one showing the student's understanding of the native language of each social media channel.</p>

COURSE SOCIAL MEDIA POST DISCUSSION BOARD POST COMMENT RUBRIC:

Grade	Grading Criteria for Post Comments
0	Failure to post comments on time.
70	<ul style="list-style-type: none">• Only one comment posted on time.• The comment posted lacks the student's understanding of the native language of the social media channel the post is designed for. The comment provides minimal feedback.
85	<ul style="list-style-type: none">• Two comments uploaded on time.• The comments provide some good feedback and/or lack some understanding of the native language of each social media platform.
100	<ul style="list-style-type: none">• Two comments uploaded on time.• Each comment provides helpful feedback that shows the student has a full understanding of the native language of the social media channel the post is designed for.• The student uses what they learn from the weekly readings and lecture to be able to provide helpful feedback.

Assignments

There will be a total of four assignments that will be the basis for your final project. The main goal of this Social Media Management course will be the development of a real social media strategy plan that will require you to implement the skills required of a successful social media manager. This plan will consist of four parts, which make up the four assignments.

It is highly recommended that you do not wait until the last minute to work on these assignments. Each of these assignments will take several weeks to complete.

The four assignments that will be turned in for a grade include:

Assignment 1: Brand Selection & Rationale
Due Date: Friday, September 4 at 5 p.m., EST

Select the brand that will be the focus of your social media strategy plan for the class. You have three options. You can select the brand you work for, a brand you approach about building a social media presence for free (client), or a brand that you wish to present your social media plan to after this class. Think carefully about the brand you select as you may wish to use this later for your Capstone course. **You must select a brand that has at least one existing social media account.**

You must include the name of your brand and provide a brief rationale answering the following questions:

- The identity of your brand: Is it a company you work for, a client, or a brand you wish to present your social media plan to after this class?
- Why did you select this brand?

This assignment will need to be turned in as a Microsoft Word document in Canvas by the due date and time listed above.

ASSIGNMENT 1 GRADING RUBRIC:

100-90 Excellent	90-80 Good	Less Than 80 Unsatisfactory
<p>Assignment includes identity of brand with a brief rationale that clearly explains why the brand was selected.</p> <p>Well-structured and organized sentences and thoughts.</p> <p>Free of grammar and spelling errors.</p>	<p>Assignment includes the identity of the brand, but the rationale as to why the brand was selected is not as clear.</p> <p>Well-structured and organized sentences and thoughts.</p> <p>Free of grammar and spelling errors.</p>	<p>Both the identity of the brand and the rationale is not clear. The rationale as to why the brand is selected may not be included as part of the assignment.</p> <p>Sentences and thoughts are not well structured and organized.</p> <p>Assignment contains some grammar and spelling errors.</p>

Assignment 2: Social Media Audit & Competitive Analysis
Due Date: Monday, September 14 by 11:59 p.m., EST

For this assignment, you will devise the first part of your social media strategy, which will consist of the following:

- **Your brand’s goals and objectives:** List one to two primary goals and two secondary goals for your selected brand. Then, include a list of at least 5-7 objectives that support your goals.
- **A social media audit:** Provide key findings of your selected brand’s existing social media channels. **You must select a brand for your social media plan that has at least one existing social media channel.** Your audit must provide an analysis of each of its social media channels, including:
 - What’s working well
 - What’s not working well
 - What improvements need to be made

When explaining the three components above, keep the following in mind about your selected brand:

- Customer base/market share
 - Website rank
 - Reach
 - Frequency
 - Engagement
 - Influence
 - Social media presence on your home page
- **A competitive analysis:** Compile a list of 3-5 main competitors for your selected brand. For each competitor, list which social media channels they are using. Include a brief paragraph that describes their content strategy. What kind of posts are they publishing? What is

unique about the content they are posting? Include a paragraph about each competitor’s engagement activity. Provide a rough estimate of how many likes, comments, shares, retweets, etc. on average is each competitor receiving from what you are able to see on each social media channel.

- **Profiles for each of your brand’s buyer personas:** Include 3-5 buyer personas for your brand. Provide a justification in 150 to 300 words for each buyer persona on why you selected it and what you did to determine its details. Your lecture and readings in Week 2 will provide more information on what you need to include for the buyer persona.

This assignment will be turned in as a 3-5 page Microsoft Word document in Canvas by the due date and time listed above.

RUBRIC FOR ASSIGNMENT 2:

	100-90 Excellent	89-90 Good	Less than 80 Unsatisfactory
Ideas 35%	Excels in responding to the assignment. Interesting, demonstrates sophistication of thought. Central idea is clearly communicated, worth developing. Understands and critically evaluates its sources, appropriately limits and defines terms.	A solid paper, responding appropriately to assignment. Clearly states central idea, but may have minor lapses in development. Shows careful reading of sources, but may not evaluate them critically. Attempts to define terms, but not always successfully.	Adequate but weaker and less effective, possibly responding less well to assignment. Presents central idea in general terms. Usually does not acknowledge other views. Shows basic comprehension of source, perhaps with lapses in understanding. If it defines terms, often depends on dictionary definitions.
Organization & Coherence 25%	Uses a logical structure appropriate to paper’s subject, purpose and audience. Sophisticated transitional sentences often develop one idea from the previous one or identify other logical relations. It guides the reader through the chain of reasoning or progression of ideas.	Shows a logical progression of ideas and uses fairly sophisticated transitional devices; e.g. may move from least to more important idea. Some logical links may be faulty, but each paragraph clearly relates to paper’s central idea.	May list ideas or arrange them randomly rather than using any evident or logical structure. May use transitions, but they are likely to be sequential (first, second, third) rather than logic-based. While each paragraph may relate to central idea, logic is not always clear. Paragraphs have topic sentences, but may be

			overly general, and arrangement of sentences within paragraphs may lack coherence.
Support 20%	Uses evidence appropriately and effectively, providing sufficient evidence and explanation to convince the audience.	Begins to offer reasons to support its points, perhaps using varied kinds of evidence. Begins to interpret the evidence and explain connections between evidence and main ideas. Its examples bear some relevance.	Often uses generalizations to support its points. May use examples, but they may be obvious or not relevant. Often depends on unsupported opinion or personal experience, or assumes that evidence speaks for itself and needs no application to the point being discussed. Often has lapses in logic.
Style 10%	Chooses words for their precise meaning and uses an appropriate level of specificity. Sentence style fits paper's audience and purpose. Sentences are varied, yet clearly structured and carefully focused, not long and rambling.	Generally uses words accurately and effectively, but may sometimes be too general. Sentences generally clear, well structured, and focused, though some may be awkward or ineffective.	Uses relatively vague and general words, may use some inappropriate language. Sentence structure is generally correct, but sentences may be wordy, unfocused, repetitive, or confusing.
Mechanics 10%	Almost entirely free of spelling, punctuation, and grammatical errors.	May contain a few errors, which may annoy the reader but not impede understanding.	Contains several mechanical errors, which may temporarily confuse the reader but not impede the overall understanding.

Assignment 3: Social Media Channel and Tactical Plan

Due Date: Friday, October 2 by 11:59 p.m. EST

For the first part of this assignment, you will need to list which content platforms (blog, website, podcasts, webinars, etc.) you plan to use for the social media content of your brand. For each content management platform, provide a brief paragraph on how it will benefit your social media content. **You must select at least one content platform for your brand.**

For the second part of this assignment, you will need to select at least three social media channels for your brand. For each social media channel you select, you will need to include a brief rationale explaining why it will help accomplish your brand's goals and objectives and why you think it will effectively reach your brand's buyer personas. You will also need to include 3-5 objectives, action items, and key metrics for each of your social media channels. For help with completing this part of the assignment see this Social Media Tactical Plan template:

http://www.marketo.com/_assets/uploads/2015-Sample-Social-Media-Tactical-Plan-1.pdf

The third part of this assignment will require you to create a social media tactical plan, which will list and detail the tactics you will use to generate and convert leads, increase followers, and engage audiences for your selected brand. You must include a total of **5-8 tactics** from the list of tactics provided in the Week 3 module on Canvas. For each tactic, you will need to include a brief rationale as to why you plan to include that tactic in your social media strategy plan. You must also include a proposed budget for each tactic and provide a rationale of why that budget should be allocated to each tactic.

At least one of your tactics should be a conversion tactic and at least one tactic should be a social media campaign. For the social media campaign, you will need to explain which social media channels are going to be used, provide a detailed explanation of how you are going to conduct the campaign on those channels, and explain how you will measure the results of the campaign.

This assignment will need to be turned in as a 3-5 page Microsoft Word document in Canvas by the due date and time listed above.

RUBRIC FOR ASSIGNMENT 3:

	100-90 Excellent	89-90 Good	Less than 80 Unsatisfactory
Ideas 35%	Excels in responding to the assignment. Interesting, demonstrates sophistication of thought. Central idea is clearly communicated, worth developing. Understands and critically evaluates its sources, appropriately limits and defines terms.	A solid paper, responding appropriately to assignment. Clearly states central idea, but may have minor lapses in development. Shows careful reading of sources, but may not evaluate them critically. Attempts to define terms, but not always successfully.	Adequate but weaker and less effective, possibly responding less well to assignment. Presents central idea in general terms. Usually does not acknowledge other views. Shows basic comprehension of source, perhaps with lapses in understanding. If it

			defines terms, often depends on dictionary definitions.
Organization & Coherence 25%	Uses a logical structure appropriate to paper's subject, purpose and audience. Sophisticated transitional sentences often develop one idea from the previous one or identify other logical relations. If guides the reader through the chain of reasoning or progression of ideas.	Shows a logical progression of ideas and uses fairly sophisticated transitional devices; e.g. may move from least to more important idea. Some logical links may be faulty, but each paragraph clearly relates to paper's central idea.	May list ideas or arrange them randomly rather than using any evident or logical structure. May use transitions, but they are likely to be sequential (first, second, third) rather than logic-based. While each paragraph may relate to central idea, logic is not always clear. Paragraphs have topic sentences, but may be overly general, and arrangement of sentences within paragraphs may lack coherence.
Support 20%	Uses evidence appropriately and effectively, providing sufficient evidence and explanation to convince.	Begins to offer reasons to support its points, perhaps using varied kinds of evidence. Begins to interpret the evidence and explain connections between evidence and main ideas. Its examples bear some relevance.	Often uses generalizations to support its points. May use examples, but they may be obvious or not relevant. Often depends on unsupported opinion or personal experience, or assumes that evidence speaks for itself and needs no application to the point being discussed. Often has lapses in logic.
Style 10%	Chooses words for their precise meaning and uses an appropriate level of specificity. Sentence style fits paper's audience and purpose.	Generally uses words accurately and effectively, but may sometimes be too general. Sentences generally clear, well structured, and	Uses relatively vague and general words, may use some inappropriate language. Sentence structure is generally correct, but sentences

	Sentences are varied, yet clearly structured and carefully focused, not long and rambling.	focused, though some may be awkward or ineffective.	may be wordy, unfocused, repetitive, or confusing.
Mechanics 10%	Almost entirely free of spelling, punctuation, and grammatical errors.	May contain a few errors, which may annoy the reader but not impede understanding.	Usually contains several mechanical errors, which may temporarily confuse the reader but not impede the overall understanding.

Assignment 4: Content Strategy Plan and Editorial Calendar

Due Date: Monday, October 12 by 11:59 p.m. EST

You will need to create a content strategy plan and a 30-day editorial calendar. The content strategy plan will provide a general outline of the posts you will be publishing to the social media channels you selected in Assignment 3. You will also be creating a 30-day social media editorial calendar, which will be a high-level overview of the types of posts you will be publishing using the content strategy plan you created as a guide. Save time on creating your editorial calendar by downloading this editorial calendar template: <http://blog.hootsuite.com/social-media-templates/>.

For the editorial calendar, outline at least five posts per week per channel for the 30 days. Be mindful of each channel's character counts for status updates. Be clear in identifying which network the content is for. You will not need to write 90 full social media posts. Just include an outline for each of these posts on the calendar.

This assignment will be turned in as a Microsoft Word document in Canvas by the due date and time listed above.

RUBRIC FOR ASSIGNMENT 4:

	100-90 Excellent	89-90 Good	Less than 80 Unsatisfactory
Ideas 20%	Excels in responding to assignment. Interesting, demonstrates sophistication of thought. Central idea is clearly communicated, worth developing. Understands and critically evaluates its sources, appropriately limits and defines terms.	A solid paper, responding appropriately to assignment. Clearly states central idea, but may have minor lapses in development. Shows careful reading of sources, but may not evaluate them critically. Attempts to define terms, not always successfully.	Adequate but weaker and less effective, possibly responding less well to assignment. Presents central idea in general terms. Usually does not acknowledge other views. Shows basic comprehension of sources, perhaps with lapses in understanding. If it defines terms, often

			depends on dictionary definitions
Organization & Coherence 15%	Uses a logical structure appropriate to paper's subject, purpose, and audience. Sophisticated transitional sentences often develop one idea from the previous one or identify their logical relations. It guides the reader through the chain of reasoning or progression of ideas.	Shows a logical progression of ideas and uses fairly sophisticated transitional devices; e.g., may move from least to more important idea. Some logical links may be faulty, but each paragraph clearly relates to paper's central idea.	May list ideas or arrange them randomly rather than using any evident logical structure. May use transitions, but they are likely to be sequential (first, second, third) rather than logic-based. While each paragraph may relate to central idea, logic is not always clear. Paragraphs have topic sentences but may be overly general, and arrangement of sentences within paragraphs may lack coherence.
Support 10%	Uses evidence appropriately and effectively, providing sufficient evidence and explanation to convince.	Begins to offer reasons to support its points, perhaps using varied kinds of evidence. Begins to interpret the evidence and explain connections between evidence and main ideas. Its examples bear some relevance.	Often uses generalizations to support its points. May use examples, but they may be obvious or not relevant. Often depends on unsupported opinion or personal experience, or assumes that evidence speaks for itself and needs no application to the point being discussed. Often has lapses in logic.
Creativity 35%	Content developed for the editorial calendar contains relevant and engaging ideas. It is evident that the student has a strong command of the native language of each social	Content ideas developed are relevant, but less engaging. The student still shows a strong command of the native language. The content is straightforward and	Content ideas developed are not relevant or engaging. The student does not show a command of the native language of each social media platform.

	media platform and is capable of delivering creative and engaging content for the brand.	appropriately represents the brand. However, it is not engaging and lacks the “shareability” factor.	
Style 10%	Chooses words for their precise meaning and uses an appropriate level of specificity. Sentence style fits paper's audience and purpose. Sentences are varied, yet clearly structured and carefully focused, not long and rambling.	Generally uses words accurately and effectively, but may sometimes be too general. Sentences generally clear, well structured, and focused, though some may be awkward or ineffective.	Uses relatively vague and general words, may use some inappropriate language. Sentence structure generally correct, but sentences may be wordy, unfocused, repetitive, or confusing.
Mechanics 10%	Almost entirely free of spelling, punctuation, and grammatical errors.	May contain a few errors, which may annoy the reader but not impede understanding.	Contains several mechanical errors, which may temporarily confuse the reader but not impede the overall understanding.

FINAL PROJECT: SOCIAL MEDIA STRATEGY PLAN

Social Media Strategy Plan Proposal in Microsoft Word Due in Canvas: Wednesday, November 4 by 11:59 p.m. EST

Live Presentation Dates:

- **Thursday, November 5 at 8 p.m. EST**
- **Friday, November 6 at 7 a.m. EST**
- **Saturday, November 7 at 11 a.m. EST**
- **Monday, November 9 at 8 p.m. EST**
- **Tuesday, November 10 at 8 p.m. EST**

Your final project for this course will require you to create a full, detailed three-month social media strategy plan in a Microsoft Word document and as a final presentation in PowerPoint or Prezi. Your word document will include your full social media strategy plan (most of this will already be completed through your assignments in the course – please make sure to edit those assignments based on instructor feedback) and your PowerPoint or Prezi presentation will be presented live to the instructor during weeks 11 and 12 of the course via Adobe Connect. Below are the details of when the social media strategy plan is due as well as times for the live presentations.

Final Live Presentations

Final presentations to the marketing SVP of your selected brand (the course instructor) will occur during the following dates and times:

- Thursday, November 5 at 8 p.m. EST
- Friday, November 6 at 7 a.m. EST
- Saturday, November 7 at 11 a.m. EST
- Monday, November 9 at 8 p.m. EST
- Tuesday, November 10 at 8 p.m. EST

Students will need to sign up for one of these dates and times by signing up in Canvas no later than Friday, October 16.

Each student presentation will need to be between 5-7 minutes. Any presentation over 7 minutes will lose 10 points.

Final Project Details

You will present your social media strategy plan to your instructor between Thursday, November 5 and Tuesday, November 10. Review the “Final Live Presentations” section of this syllabus for a list of dates and times.

Your strategy plan will be for the first three months for your selected brand starting December 1 2015. ***You are not expected to create three months worth of individual social media posts as it is an industry best practice to not schedule content out more than a month in advance to be sure to keep content relevant.***

You will turn in a 15-20 page Microsoft Word document of your social media strategy plan with the following items no later than Wednesday, November 4 by 11:59 p.m. EST:

- Executive summary
- Table of contents
- Your brand’s goals and objectives
- Your social media audit, competitive analysis, and buyer personas from Assignment 2
- Your social media channel and tactical plan from Assignment 3
- Your content strategy plan and editorial calendar from Assignment 4
- List at least one social media management tool and one social media analytics tool you plan to use for your selected brand and provide a brief rationale as to why you are selecting each one for your brand
- Social media post creative executions: You must share at least two social media post examples for each social media channel you selected. These are creative executions and should look like a real social media post. You should have these posts already created during the Course Facebook Wall assignments during weeks 7 and 8. Be sure to make any adjustments to your posts based on the feedback you received from the Course Social Media Post Discussion Board.
- Conclusion: Include your final selling point to management in your conclusion. Include the ROI of your plan, a total proposed budget amount for your tactics, and why that budget should be allocated to social media.

Your live final presentation must include a PowerPoint or Prezi slide deck. It must include:

- 7 slide minimum, 10 slide maximum

- Time limit: 5-7 minutes – Any presentation that goes longer than 7 minutes will be docked 10 points
- Clearly outline the presentation in correspondence with the structure outlined below

Structure of the Presentation:

- Goals and objectives (1 slide)
- Key findings from your social media audit and/or competitive analysis (1 slide)
- Outline each social media channel you selected for the plan and brief rationale for each (1 slide)
- Social media tactical plan outlining the efforts your brand will use to generate leads and engage audiences (1 slide)
- Outline of content platforms (blog, website, podcasts, etc.) and content strategy (1 slide)
- Outline the tools your team will use for social media management and analytics purposes and a rationale for each one (1 slide)
- **Sales pitch:** Be sure to provide 1 slide including your final sales pitch to the SVP of marketing (the instructor for this course). Include the ROI of your plan, a total proposed budget amount for your tactics, and why that budget should be allocated to social media. The instructor may challenge you with questions at the end of the presentation so be prepared to defend your plan. This will be an additional minute added onto your final presentation and the instructor may or not ask questions based on how well your sales pitch is at the end of your presentation.

Your Powerpoint or Prezi slide deck must be uploaded to Canvas no later than Wednesday, November 4 at 5 p.m., EST. This will allow you to give your final presentation to the instructor prior to your live presentation. The presentation will be used by the instructor for grading.

FINAL PROJECT STRATEGY PLAN IN MICROSOFT WORD RUBRIC:

	100-90 Excellent	89-90 Good	Less than 80 Unsatisfactory
Ideas 20%	Excels in responding to assignment. Interesting, demonstrates sophistication of thought. Central idea is clearly communicated, worth developing. Understands and critically evaluates its sources, appropriately limits and defines terms.	A solid paper, responding appropriately to assignment. Clearly states central idea, but may have minor lapses in development. Shows careful reading of sources, but may not evaluate them critically. Attempts to define terms, not always successfully.	Adequate but weaker and less effective, possibly responding less well to assignment. Presents central idea in general terms. Usually does not acknowledge other views. Shows basic comprehension of sources, perhaps with lapses in understanding. If it defines terms, often depends on dictionary definitions.

<p>Organization & Coherence 15%</p>	<p>Uses a logical structure appropriate to paper's subject, purpose, and audience. Sophisticated transitional sentences often develop one idea from the previous one or identify their logical relations. It guides the reader through the chain of reasoning or progression of ideas.</p>	<p>Shows a logical progression of ideas and uses fairly sophisticated transitional devices; e.g., may move from least to more important idea. Some logical links may be faulty, but each paragraph clearly relates to paper's central idea.</p>	<p>May list ideas or arrange them randomly rather than using any evident logical structure. May use transitions, but they are likely to be sequential (first, second, third) rather than logic-based. While each paragraph may relate to central idea, logic is not always clear. Paragraphs have topic sentences but may be overly general, and arrangement of sentences within paragraphs may lack coherence.</p>
<p>Support 10%</p>	<p>Uses evidence appropriately and effectively, providing sufficient evidence and explanation to convince.</p>	<p>Begins to offer reasons to support its points, perhaps using varied kinds of evidence. Begins to interpret the evidence and explain connections between evidence and main ideas. Its examples bear some relevance.</p>	<p>Often uses generalizations to support its points. May use examples, but they may be obvious or not relevant. Often depends on unsupported opinion or personal experience, or assumes that evidence speaks for itself and needs no application to the point being discussed. Often has lapses in logic.</p>
<p>Creativity 35%</p>	<p>Content developed for the editorial calendar and social media posts are relevant and engaging. It is evident that the student has a strong command of the native language of each social media platform and is</p>	<p>Content developed for the editorial calendar and social media posts are relevant, but less engaging. The student still shows a strong command of the native language. The content is straightforward and appropriately</p>	<p>Content developed for the editorial calendar and social media posts are not relevant or engaging. The student does not show a command of the native language of each social media platform.</p>

	capable of delivering creative and engaging content for the brand.	represents the brand. However, it is not engaging and lacks the “shareability” factor.	
Style 10%	Chooses words for their precise meaning and uses an appropriate level of specificity. Sentence style fits paper's audience and purpose. Sentences are varied, yet clearly structured and carefully focused, not long and rambling.	Generally uses words accurately and effectively, but may sometimes be too general. Sentences generally clear, well structured, and focused, though some may be awkward or ineffective.	Uses relatively vague and general words, may use some inappropriate language. Sentence structure is generally correct, but sentences may be wordy, unfocused, repetitive, or confusing.
Mechanics 10%	Almost entirely free of spelling, punctuation, and grammatical errors.	May contain a few errors, which may annoy the reader but not impede understanding.	Usually contains several mechanical errors, which may temporarily confuse the reader but not impede the overall understanding.

FINAL PROJECT PRESENTATION RUBRIC:

Category	100-90 Excellent	89-80 Good	Less Than 80 Unsatisfactory
Organization 15%	<p>The presentation shows understanding of the target audience of selected brand and is tailored to the SVP of marketing of that brand.</p> <p>Information is presented in a logical sequence.</p> <p>Presentation demonstrates understanding of lectures of reading materials in the course.</p>	<p>The presentation shows some understanding of the target audience and selected brand, but goes off in tangents and/or is not focused.</p> <p>Information is presented in a more random, but still somewhat logical sequence.</p> <p>Presentation demonstrates some understanding of lectures and reading materials in the course, but lacks full understanding.</p>	<p>The presentation does not show an understanding of the target audience and selected brand.</p> <p>Information is not presented in a logical sequence.</p> <p>Presentation demonstrates a lack of understanding of lectures and reading materials in the course.</p>

<p>Content 45%</p>	<p>Introduction is attention getting, identifies the client's needs, and establishes a framework for the rest of the presentation.</p> <p>Technical terms are well defined in language appropriate for the senior vice president of marketing of the student's selected brand.</p> <p>Presentation contains accurate information.</p> <p>Material included is relevant to the overall message/purpose.</p> <p>Appropriate amount of material is prepared, and points made reflect their relative importance.</p> <p>The student provides a convincing sales pitch at the end of the presentation summarizing the ROI of the social media plan, a total proposed budget amount for tactics, and why that budget should be allocated to social media.</p>	<p>Introduction grabs some attention and identifies some or basic needs of the client. The introduction generally establishes a framework for the rest of the presentation.</p> <p>Some technical terms are defined in appropriate language, however some may not be clear or defined well.</p> <p>Presentation contains accurate information, but there may be some ideas not backed by research or that are not considered good social media practice.</p> <p>Some material is relevant, but some material does not support the overall message/purpose.</p> <p>The presentation includes most of the amount of material prepared, but may be missing some components.</p> <p>The sales pitch at the end is a little convincing, but does not sell it enough to management to buy off on the plan. The SVP of marketing may or may not approve of the plan according to the way it is presented.</p>	<p>The introduction does not fully grab the attention of the audience, does not identify relevant needs of the client, and fails to establish the most effective framework for the rest of the presentation.</p> <p>Technical terms are generally not well defined in language that is appropriate for the SVP of Marketing.</p> <p>Presentation generally contains information that is not accurate and is not backed by research. Some ideas presented may not be considered good social media practice.</p> <p>The material presented is generally not supportive of the overall message/purpose.</p> <p>The presentation is lacking enough material and is missing too many of the required components.</p> <p>The sales pitch at the end of the presentation fails to convince the SVP of marketing to approve of the plan. The presentation may not include enough information for SVP to make the decision to buy into the plan.</p>
------------------------	---	--	---

Presentation 40%	Speaker uses a clear, audible voice.	Speaker uses a clear, audible voice at times, but other times may speak too fast or be hard to hear.	Speaker generally does not use a clear, and audible voice.
	Speaker maintains good eye contact with the audience and is appropriately animated (e.g. gestures, moving around, etc.)	Speaker generally makes good eye contact, but relies more on notes rather than on the audience. The speaker is also not as animated.	Speaker may use some eye contact, but relies heavily on notes or is looking elsewhere than at the SVP they are presenting to.
	Delivery is poised, controlled and smooth.	Delivery at times is poised, controlled, and smooth, and at other times is not.	Delivery is generally not controlled and smooth.
	Good language skills and pronunciation are used.	Speaker generally uses good language skills and pronunciation, but some words may be hard to hear or understand.	Many words throughout the presentation are not pronounced well. Words are generally hard to hear and understand.
	Presentation slides are well prepared, informative, and not distracting with more of a visual focus.	Some presentation slides are well prepared, informative, and not distracting, but others may contain too much text and/or have distracting design.	Presentation slides are generally not well prepared, lack enough information, and may contain too much text and have distracting design.
	Length of presentation is 5-7 minutes.	Presentation is slightly shorter or a little bit longer than the required time length.	Presentation is under or over the required time limit by two minutes or more.
	Information is well communicated.	Some parts of the presentation are well communicated, while other parts are not as clear.	The presentation is generally not well communicated and is not clear in many areas.

Social Media Templates

To save you time, consider using some or all of these [Social Media Templates](#).

Announcements tab in Canvas shell

Be sure to check the Announcements tab in the Canvas shell regularly for information on class assignments, changes and other class information. In addition, important information (but not all Announcements) will be sent via email when it is posted in this tab.

Grading

Your work will be evaluated according to this distribution:

Discussion Posts	20%
Discussion Post Comments	10%
Social Media Post Discussion Board Posts	10%
Social Media Post Discussion Board Comments	5%
Assignment 1	5%
Assignment 2	10%
Assignment 3	10%
Assignment 4	10%
Final Project Paper and Presentation	20%
TOTAL	100%

And grades will be determined as follows:

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	60-66%
E	0-59%

Note-- Rounding: I round when assigning grades. When the grade falls at a .5 or above, I will round it up.

Grading policy

General University policies regarding grades can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

University Policies

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>

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.

Getting Help:

For issues with technical difficulties for E-learning in Sakai, 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.

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.

ACADEMIC HONESTY

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason

any intentional 14 misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

Late Work and Make Up Policy

Work in the class must be turned in on time to receive full credit. Late work can only receive full credit in extreme circumstances (i.e. family emergencies.) If you anticipate not making a project deadline due to any emergency, please contact the instructor via email at jpreusz@jou.ufl.edu.

Late work will be docked the following points:

- | | |
|---|---------------------|
| • Less than an hour late | 05 points off |
| • More than an hour late but less than 24 hours late | 10 points off |
| • More than 24 hours late but less than 48 hours late | 15 points off |
| • More than 48 hours late | 25 points off |
| • A week or more late | Not accepted at all |

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies and can be found at:

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

Course Schedule/Due Dates

Discussion Posts: Tuesdays by 11:59 p.m., EST

Discussion Post Comments: Fridays by 11:59 p.m., EST

Course Social Media Post Discussion Board Posts (Weeks 8 and 9): Thursdays by 11:59 p.m., EST

Course Social Media Post Discussion Board Comments (Weeks 8 and 9): Sundays at 11:59 p.m., EST

Assignment Due Dates:

Assignment 1: Friday, September 4 at 5 p.m., EST

Assignment 2: Monday, September 14 by 11:59 p.m., EST

Assignment 3: Friday, October 2 by 11:59 p.m. EST

Assignment 4: Monday, October 12 by 11:59 p.m. EST

Final Project in Microsoft Word: Wednesday, November 4 by 11:59 p.m. EST

Final Project Presentation: Powerpoint or Prezi presentation slidedeck due by Wednesday, November 4 by 5 p.m. EST

Recorded lectures will be posted weekly and should be watched before the initial discussion post is published live on Canvas.

SOCIAL MEDIA MANAGEMENT – FALL 2015

Weekly Course Work and Schedule

Note: Watch the Course Introduction Video on the home page of the class in Canvas before starting Week 1

WEEK ONE—August 24 - 30, 2015

Introduction to Social Media Management

In this first week of this course, we will provide an overview of social media management including the skills of social media managers and how to find a client in need of social media services. Freelancing options, contracts, proposals, and client contact reports will be discussed.

Read:

Chapters 1 and 4 in *Maximize Your Social*

How to Find Clients on Social Media For Consultants: <http://blog.hootsuite.com/how-to-find-clients-on-social-media/>

Top 6 Skills Employers Look For in a Social Media Manager:

<http://www.business2community.com/social-media/top-6-skills-employers-look-social-media-manager-01068415>

10 Essential Skills a Social Media Manager Needs to Have on Their Resume:

<http://www.jeffbullas.com/2015/02/11/10-essential-skills-a-social-media-manager-needs-to-have-on-their-resume/>

Optional Readings:

Before You Begin: Key Considerations for All Social Media Marketing in *500 Social Media Marketing Tips*

How To Find Your First Social Media Client: <http://alexisgrant.com/2013/07/01/first-paying-client/>

Watch:

Top 10 Social Media Community Manager Tips and Tricks:

<https://www.youtube.com/watch?v=STpjpamPQaU>

Introduction to Class Discussion Post

Introduce yourself to the class. What is your name and where are you from? Where do you work?

Why are you in the MAMC Social Media program? What are you hoping to learn from this class?

This discussion post will serve as your introduction to the class.

WEEK TWO: August 31 – September 6, 2015

Auditing Your Social Media Program

Before working on and executing a social media plan, a social media manager must conduct an audit of the existing social media channels of the brand they represent. We will discuss the components of a social media audit, how to conduct a competitive analysis, and how to create buyer personas.

Read:

Chapter 4 in *Maximize Your Social*

The 5-Minute Social Media Audit Everyone Can Do: <https://blog.bufferapp.com/social-media-audit>

How to Do a Social Media Audit for a Client: <http://www.andreavahl.com/social-media/how-to-do-a-social-media-audit-for-a-client.php>

4 Reasons Buyer Personas Drive Social Media Engagement:

<http://www.business2community.com/social-media/4-reasons-buyer-personas-drive-social-media-engagement-01052052>

Buyer Personas: The Keys to Content Marketing:

<http://www.socialmediatoday.com/content/buyer-personas-keys-content-marketing>

How to Stalk Your Competitors in Social Media (So You Can Crush Them):

<http://blog.hubspot.com/blog/tabid/6307/bid/33347/How-to-Stalk-Your-Competitors-in-Social-Media-So-You-Can-Crush-Them.aspx>

WEEK THREE: September 7 - 13, 2015**Social Media Strategy & Tactics**

A social media strategy is crucial to the success of any social media manager. We will discuss the components of a social media strategy including goals, objectives, social media channels, and creating a content strategy. We will also cover tactics and how they can help increase engagement and followers on social media. Creating a budget to cover the costs of each tactic will be addressed.

Read:

Chapters 2, 3, and 5 in *Maximize Your Social*

General Strategy for Super Social Media Marketing in *500 Social Media Marketing Tips*

8 Essential Elements of a Social Media Marketing Strategy:

<http://www.socialmediaexaminer.com/essential-elements-social-media-marketing-strategy/>

A Marketer's Guide to Gaining Attention on 12 Top Social Networks:

<http://marketingland.com/over-20-experts-share-powerful-tips-for-top-social-media-platforms-106380>

7 Simple Yet Effective Social Media Tactics You Should Leverage Today:

<http://www.quicksprout.com/2013/08/15/7-simple-yet-effective-social-media-tactics-you-should-leverage-today/>

50 Social Media Marketing Tips and Tactics: <http://www.jeffbullas.com/2011/05/24/50-social-media-marketing-tips-and-tactics/>

Watch:

Setting Digital Marketing and Social Media Goals: <https://vimeo.com/55746373>

What You Could Learn From Katy Perry's Social Media Strategy:

<http://www.entrepreneur.com/video/243982>

Tools:

Social Media Strategy Guide: <http://blog.hootsuite.com/guide-to-creating-a-social-media-strategy/>

Social Media Strategy Template: http://www.marketo.com/_assets/uploads/2015-Sample-Social-Media-Tactical-Plan-1.pdf

WEEK FOUR: September 14-20, 2015

Content Management & Strategy

During this week of the course, we will discuss the various content platforms that are available for social media managers to leverage for social media content. These platforms include blogs, webinars, videos (YouTube), podcasts, and websites. We will also discuss how social media managers can create a content strategy and an editorial calendar so they can effectively manage their content. In addition, general best practices for social media content will be addressed.

Read:

Explained: The Best Types of Content to Post on Social Media in *500 Social Media Marketing Tips*
26 Tips to Create a Strong Social Media Content Strategy:

<http://www.socialmediaexaminer.com/26-tips-to-create-a-strong-social-media-content-strategy/>

New Data: What Types of Content Perform Best on Social Media:

<http://blog.hubspot.com/marketing/content-social-media-popularity>

100 Killer Ideas for Your Social Media Content:

<http://www.forbes.com/sites/jaysondemers/2014/06/25/100-killer-ideas-for-your-social-media-content/>

Practical Social Media Tips to Enhance Your Content Marketing: <http://blog.hootsuite.com/social-media-tips-to-enhance-your-content-marketing/>

Listen (Optional):

Podcast: Content Curation: How to Easily Find Great Content to Share:

<http://www.socialmediaexaminer.com/content-curation-easily-find-great-content-share/>

Tools:

Editorial Calendar Template: <http://blog.hootsuite.com/social-media-templates/>

Social Media Content Calendar Template: <http://blog.hootsuite.com/social-media-templates/>

WEEK FIVE: September 21 – September 27, 2015

Social Media Channel Management & Strategy

In this week of the course, we will discuss how to create effective posts for each social media channel. Best practices for social media post writing, imagery, and branding for each social media channel will be discussed. You will be using the information you learn from the lecture and readings this week to create social media posts on the Course Social Media Post board in Canvas.

Read:

Among the list below, read the chapters in the *500 Social Media Marketing Tips* textbook that cover the social media channels you selected for your brand:

- Facebook Tips: Marketing Strategy You'll Like and Share
- Twitter Tips: Tweet Your Way to the Top
- Google+ Tips: Plus One Your Marketing Strategy
- Pinterest Tips: Pin Your Way to Marketing Perfection
- LinkedIn Tips: Network Like Clockwork
- YouTube Tips: Video Made the Marketing Star
- Instagram Tips: Snap-happy Marketing Strategy

- Vine Tips: Marvelous Marketing With Micro-Video
- Snapchat Tips: Self-Destructing Social Media Marketing

Optional Readings:

Free Guide: The Science of Success on Twitter: <http://offers.hubspot.com/the-science-of-success-on-twitter>

Free Download: The Science of Facebook Marketing: http://offers.hubspot.com/the-science-of-facebook-free-chapter?_hstc=20629287.34449e2d9055fe3354c0bafb00fce54.1391727898974.1399650440488.1399689308762.21&_hssc=20629287.4.1399689308762&_hsfp=3526013846

How to Use LinkedIn: The Ultimate List of LinkedIn Tips: <http://blog.hubspot.com/blog/tabid/6307/bid/23454/The-Ultimate-Cheat-Sheet-for-Mastering-LinkedIn.aspx>

Free eBook: An Introduction to Pinterest for Business: http://offers.hubspot.com/how-to-use-pinterest-for-business?_hstc=20629287.34449e2d9055fe3354c0bafb00fce54.1391727898974.1399650440488.1399689308762.21&_hssc=20629287.4.1399689308762&_hsfp=3526013846

Free Guide: An Introduction to Google+ for Business: http://offers.hubspot.com/how-to-use-google-plus-for-business?_hstc=20629287.34449e2d9055fe3354c0bafb00fce54.1391727898974.1399650440488.1399689308762.21&_hssc=20629287.4.1399689308762&_hsfp=3526013846

Meerkat and Periscope: How Businesses Are Using Live Mobile Broadcasting: <http://www.socialmediaexaminer.com/meerkat-and-periscope-with-brian-fanzo/>

SnapChat Marketing: What Businesses Need to Know: <http://www.socialmediaexaminer.com/snapchat-marketing-with-gary-vaynerchuk-and-shaun-mcbride/>

WEEK SIX—September 28 – October 4, 2015

Social Media Lead Generation & Conversion

In this week, we will discuss how you can generate leads and convert those leads via social media. Topics such as gated content, call-to-action (CTA), promotion codes, Facebook tabs, social media campaigns, and social media advertising channels will be discussed.

Read:

5 Tips for Moving Social Media Leads Into the Sales Funnel: <http://www.socialmediaexaminer.com/5-tips-for-moving-social-media-leads-into-the-sales-funnel/>

6 Need-to-Know Ideas on How to Generate Leads on Social Media: <http://blog.hootsuite.com/how-to-generate-leads-on-social-media/>

How to Convert Leads With Social Media: <http://www.forbes.com/sites/drewhendricks/2014/04/03/how-to-convert-leads-with-social-media/>

Social Media Campaign Strategy: What to do Before, After, and During a Campaign: <http://blog.hootsuite.com/social-media-campaign-strategy/>

4 Awesome Social Media Campaigns of 2014: <http://blog.hubspot.com/marketing/awesome-social-media-campaigns-of-2014>

WEEK SEVEN: October 5 -11, 2015
Maximizing Your Visibility: Social Media & SEO

In this week, we will discuss how you can maximize the visibility of your social media content by effectively optimizing your social media channels. Important SEO topics such as integrating social media with other marketing channels, making images the proper sizes, adding Google Authorship to your blog, social media buttons and icons, keywords, and link building will be addressed.

Read:

Why Content Marketing and Social Media Are Your Most Powerful SEO Weapons:

<http://blog.hootsuite.com/how-social-media-affects-seo/>

A Handy Guide to Optimizing Your Social Media Channels:

<http://blog.hubspot.com/marketing/optimizing-your-social-media-channels-ht>

5 Things You Need to Know About Social Media & SEO: <https://blog.kissmetrics.com/social-media-and-seo/>

5 Reasons Social Media is Important for SEO: <http://www.business2community.com/seo/5-reasons-social-media-important-seo-0796387>

The Role of Social Media in SEO: <http://www.socialmediatoday.com/content/role-social-media-seo>

The Social Media Marketer's SEO Checklist: <https://moz.com/blog/the-social-media-marketers-seo-checklist>

Tools:

Social Media Image Sizes Cheat Sheet (Infographic): <http://www.inc.com/larry-kim/social-media-image-sizes-cheat-sheet-infographic.html>

What is SEO/Search Engine Optimization?: <http://searchengineland.com/guide/what-is-seo>

Google AdWords Keyword Tool: <https://adwords.google.com/select/KeywordToolExternal>

Optional Video:

Video: SEO Explained: <http://searchengineland.com/guide/what-is-seo>

WEEK EIGHT—October 12 - 18, 2015
Social Media Management Tools

In this week of the course, we will discuss tools that are available for social media managers to manage and measure their content and how they can be incorporated into a social media plan.

Read:

Social Media Management Tools: What's the Right Tool for Your Business?

<http://www.wordstream.com/blog/ws/2013/05/23/social-media-management-tools>

12 Best Social Media Management Tools: <https://blog.dashburst.com/best-social-media-management-tools/>

5 Top Social Media Dashboard Tools to Manage Your Social Accounts:

<http://www.business2community.com/social-media/5-top-social-media-dashboard-tools-manage-social-accounts-01015451>

50 Top Tools for Social Media Monitoring, Analytics, and Engagement:
<http://www.socialmediatoday.com/content/50-top-tools-social-media-monitoring-analytics-and-management>

Course Social Media Post Discussion Board Assignment

Publish one post for each of your selected channels to the Course Social Media Post Discussion Board in Canvas. Your post needs to include text and a creative element (image, article, infographic, etc.). You will also need to post a comment telling the class which social media channel the post is intended for and why you feel it be a good fit for your selected brand.

3 social media posts due: Thursday by 11:59 p.m. EST.

Comment to at least two classmates posts: Sunday by 11:59 p.m. EST.

WEEK NINE—October 19 - 25, 2015

Social Media ROI: Analytics and Reporting

In this week of the course, we will discuss the ROI of social media, social media analytical tools, how to generate a report showing social media analytics, and how to effectively sell your social media strategy plan to senior management.

Read:

Chapters 13, 16, and 17 in *Maximize Your Social*

How to Measure Your Social Media ROI Using Google Analytics:

<http://www.socialmediaexaminer.com/measure-social-media-roi-using-google-analytics/>

Expert Advice on How to Prove Social Media ROI:

<http://blog.hootsuite.com/how-to-prove-social-media-roi/>

How to Present Your Social Media ROI Report to the Boss:

<http://www.socialmediaexaminer.com/social-media-roi-report/>

Social Media ROI: 11 Free Tools for Measuring Social Media Success:

<http://searchenginewatch.com/sew/how-to/2308870/social-media-roi-11-free-tools-for-measuring-social-media-success>

Know What's Working on Social Media: 19 Free Social Media Analytics Tools:

<https://blog.bufferapp.com/social-media-analytics-tools>

The Top 5 Google Analytics Reports for Social Media Marketers:

<http://www.convinceandconvert.com/social-media-measurement/the-5-top-google-analytics-reports-for-social-media-marketers/>

Course Social Media Post Discussion Board Assignment

Publish one post for each of your selected channels to the Course Social Media Post Discussion Board in Canvas. Your post needs to include text and a creative element (image, article, infographic, etc.). You will also need to post a comment telling the class which social media channel the post is intended for and why you feel it be a good fit for your selected brand.

3 social media posts due: Thursday by 11:59 p.m. EST.

Comment to at least two classmates posts: Sunday by 11:59 p.m. EST.

WEEK TEN—October 26 – November 1, 2015
Community Management: Listening & Monitoring

Every social media manager needs to know how to be a good community manager. This includes monitoring social media posts, listening to customers, responding to comments both negative and positive, and reaching out to key influencers and turning them into social media brand ambassadors.

Read:

26 Tips for Managing a Social Media Community: <http://www.socialmediaexaminer.com/social-media-community-management/>

6 Questions for 6 Community Managers: <https://www.socialmediaexplorer.com/media-journalism/6-questions-for-6-community-managers/>

The Art of Response on Social Media: <http://www.entrepreneur.com/article/227580>

How to Handle Negative Feedback in Social Media Like a Pro: <http://www.inc.com/marla-tabaka/how-to-handle-negative-feedback-in-social-media-like-a-pro.html>

Don't Delete Negative Comments. Say "I'm Sorry"

<http://www.inc.com/dave-kerpen/social-media-customer-complaints-apologize.html>

10 Examples of Social Media Command Centers:

<http://www.exacttarget.com/sites/exacttarget/files/10-Examples-of-Social-Media-Command-Centers.pdf>

Watch:

Responding to Negative Feedback on Social Media:

<https://www.youtube.com/watch?v=ST0ITi6rbN8>

WEEK ELEVEN— November 2 – 8, 2015
Social Media Crisis Management

A social media crisis can be damaging for a brand. We will look at some case studies of brands that handled crises effectively and those that handled them poorly and the consequences of not responding appropriately. We will discuss how to create a social media crisis management plan and a social media policy to help avoid crises and to have a plan of action in case they do happen.

Read:

Chapter 14 in *Maximize Your Social*

Don't Be Scared Be Prepared – How to Manage a Social Media Crisis:

<http://www.convinceandconvert.com/social-media-strategy/dont-be-scared-be-prepared-how-to-manage-a-social-media-crisis/>

10 Tips For Reputation And Crisis Management in the Digital World:

<http://www.forbes.com/sites/ekaterinawalter/2013/11/12/10-tips-for-reputation-and-crisis-management-in-the-digital-world/>

4 Brand-Saving Recommendations for Social Media Crisis Management:

<http://www.convinceandconvert.com/social-media-strategy/4-brand-saving-recommendations-for-social-media-crisis-management/>

How to Recover from a Negative Social Media Update:
<http://www.socialmediaexaminer.com/tag/crisis-management-plan/>

WEEK TWELVE—November 9 - 15, 2015
The Future of Social Media Management

In this last week of the course, we will discuss the future evolution of social media and how emerging technologies such as geo-location, wearable tech, big data, and more will impact how people share and communicate online. We will also discuss how social media managers can effectively stay on top of the latest social media trends and channel updates and how to continually innovate their strategies.

Read:

Chapter 18 in *Maximize Your Social*

5 Predictions for the Future of Social Media: <http://www.inc.com/aj-agrawal/5-predictions-of-the-future-of-social-media.html>

Social Media Marketing: Staying Up on Trends: <http://www.business2community.com/social-media/social-media-marketing-staying-trends-0971753>

How to Consistently Keep Up With the Latest Social Media Trends:
<http://blog.hubspot.com/marketing/keep-up-with-latest-social-trends>

Is Video the Future of Social Marketing?:
<http://www.socialmediatoday.com/marketing/carianneking/2015-07-29/video-future-social-marketing-infographic>

Disclaimer:

This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.