

Course Information

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| Course Number | MMC 6936 |
| Course Title | Introduction to Social Media |
| Semester Offering | Summer 2014 |
| Required Text | None |
| Technology | <p>For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at:</p> <ul style="list-style-type: none">• Learning-support@ufl.edu• (352) 392-HELP - select option 2• https://lss.at.ufl.edu/help.shtml <p>** 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.</p> <p>Other resources are available at http://www.distance.ufl.edu/getting-help for:</p> <ul style="list-style-type: none">• Counseling and Wellness resources• Disability resources• Resources for handling student concerns and complaints• Library Help Desk support |

Instructor Information

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|--------------------------------|---|
| Name | Robin O'Callaghan |
| Office Location | Virtual Office Hours Link: |
| Phone Number | 507-450-3405 (Cell) |
| Email | ROCallaghan@winona.edu This is the best email address to reach me at. |
| 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. |

General Course Information

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| Course Description | This course exposes students to various social media platforms 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 platforms and how they can be used to serve as a news source, 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 platforms and testing the theories and concepts presented in lecture. |
| Course Level Learning Outcomes | <ol style="list-style-type: none">1. Define fundamentals and elements of social media (terminology)2. Describe professional social media etiquette3. Create a company social media policy4. Identify ways business and media use social media for marketing and audience engagement5. Plan and create a social media campaign using several platforms6. Identify ways to engage audiences on social media platforms |

Course Topics

7. Develop a plan to drive audience traffic and engagement to social media platforms
8. Create and publish social media communications
9. Analyze other social media companies presence
10. Measure audience site traffic on social media (Google Analytics/Facebook Analytics)

| MODULE | WEEK OF ... |
|--|-----------------|
| Module 1: What is Social Media Overview | May 12-May 25 |
| Module 2: Social Media Channels | May 26-June 8 |
| Module 3: Audience and Engagement | June 9-June 22 |
| Module 4: Content and SEO | June 23-July 6 |
| Module 5: ROI & Social Media Efforts | July 7-July 12 |
| Module 6: Social Media Toolbox | July 13-July 17 |
| Module 7: Social Media Company Policy | July 18-July 31 |

Class Procedures and Policies

Attendance/Course Purpose

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.

Extra Credit

25% reduction on all late assignments. Anything after 24 hours of the due date is considered a late assignment.
No extra credit.

Academic Integrity

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

**Online
Environment and
Netiquette**

<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**.

When taking a course online, through [email](#), course site, or other online interaction, it is important to remember several points of etiquette so that communication between everyone involved is smooth and effective. Please review the following "Netiquettes" before you begin this course.

1. Avoid language that may come across as strong or offensive.
2. Keep writing to a point and stay on topic.

3. Read first and write later, you don't want to repeat what someone else has said or ask the same question.
4. Write, review, then send.
5. An online classroom is still a classroom. Be respectful.
6. The language for this course should be professional not resemble text messages. For example, do not write using all capital letters, because it will appear as shouting. Also, the use of emoticons can be helpful when used to convey nonverbal feelings (example: :-) or :-(), but avoid overusing them.
7. Consider the privacy of others. Do not just assume you can share classmate's comments or email addresses with others.
9. No inappropriate material this includes chain letters, jokes, etc. to classmates or instructors.

Grading and Assignments

Grading Scale

Grading Scale:

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|----|------------|
| 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 61) |

Assignments

See document titled Module Student Roadmap in our course site. All assignments and point value can be found at the bottom of each module. The PDF titled "**MMC6936 Course Module Student Roadmap**" will have all modules in one PDF. You will find the "Module Student Roadmap" at the beginning of each module.

Assignment feedback can be expected within a week of the due date unless noted otherwise.

Grading Rubrics

All grading rubrics can be found on course site.

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:

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>