

Social Media Management (PUR4932-RTV4930) – Fall 2012

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Virtual Office Hours: Monday – Friday;
by appointment.

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Course Description

Social media has changed the way we interact, build personal and business connections, market our business and position our brand. The tools available at our fingertips are for the most part free, simple to use, and highly accessible. Businesses today are exploring new ways to utilize these platforms to capture their prospects attention and marketing managers everywhere are being forced to take a closer look at the tools that at first seemed like nothing more than a place to gossip with friends.

Social media refers to the practice of engaging in an interactive conversation on the web. This is done through blogging, social networking sites (Facebook, LinkedIn, Twitter), forums, wiki's, etc. You are posting information on these sites and opening your comments to receive feedback.

With millions of users on Facebook, LinkedIn, and Twitter, and more than one-hundred million blogs in existence, it is obvious to see why businesses are looking to join the online conversation.

Social media management as a skill is becoming increasingly important to businesses, so much so, that it is now common to see this skill listed as a requirement under many marketing positions, even entry-level positions. "Social Media Manager," has also been a common new title added to job boards.

This course will be presented online and will provide students with an understanding of how to use the Internet to build connections and market a business.

Course Objectives

- To help you gain a good understanding of Internet marketing, with a focus on social media.
- To help you become more comfortable using the most popular social media sites in a professional environment.
- To gain enough in-class experience to confidently apply for marketing or PR positions that require social-media skills.

Course Prerequisites

There are no prerequisites for this course; the class is open to all.

Materials

We ask that you purchase and read, "The Now Revolution," by Jay Baer and Amber Naslund, as content in the book will be referenced in your final exam for bonus points. All other materials will be available from resource links to free websites online.

Format

This class will be offered online and it will consist of presentations from the instructor, supportive video content, online readings and occasionally social media experts will be invited to give guest presentations to further expand on a topic. Course content is delivered primarily through narrated PowerPoint or Prezi lectures.

Communication

I will always be available for questions via email and email is the best way to reach me. There is also a TA assigned to this course as another resource to you, Greg Fink. Greg will be participating in reviewing assignments and grading and the best way to reach him is via email as well at gfink@ufl.edu.

If you would like to set a meeting time with me, please feel free to email me some dates and times that would work for you and I will do my best to make myself available.

Assignments and Coursework

You will be asked to use social media platforms, such as a blog, LinkedIn, Facebook, Twitter and Foursquare, to complete your assignments for this course. Each week will require you to become more and more familiar with these social media tools.

Your grade will be assessed from regular quizzes, discussion board participation, a midterm and a final exam. To succeed in this course, you will need to regularly visit the content in Sakai accessed through the eLearning page at <https://lss.at.ufl.edu/>.

Course content will be posted as we go, there will be very few opportunities to work ahead. The content for the upcoming week will be posted by 8:00am that Monday morning.

Each week you will be notified of your assigned coursework and an assignment for that week. Some weeks you will have two assignments to complete, some weeks you will have just one. The assignments will be one or two of the following:

- 1) A 10-question, multiple-choice quiz.
- 2) A social-media posting assignment.
- 3) A discussion board assignment.
- 4) A written assignment.

Quizzes: If a quiz has been assigned for that week, you will need to have it **completed by Friday at 5pm of that week.**

Social Media Posting: A social media posting assignment may include asking you to create a profile on a site (such as LinkedIn, Twitter or Facebook) using the skills covered in class, update an existing profile you own, or post on a chosen social media site. Social media posting assignments will be **due by Friday at 5pm of that week.**

Discussion Board Postings/Responses: If your assignment for the week includes a discussion board posting/response activity, you will be given a topic and you are asked to create a post on that topic. Sometimes you will be required to include a question in your post regarding something discussed in class (on that topic) for which you would like further clarification (topics for each week will be listed in your course content for that week). Your post must be **submitted by Friday at 5pm.**

Sometime between Friday and Sunday, you are asked to write a thoughtful response to a post by another student in the class that answers the question in their post and responds to their thoughtful entry. That response must be submitted **by Sunday at midnight of that week.**

Written Assignments: If your assignment for the week is to write about the content covered, and does not require a response by a fellow student, you may be asked to submit it in the assignment section of Sakai. Again, instructions for your assignments will be given each week in your course content.

Grading

Your participation in this class and your understanding of the material presented will be broken into 4 equally-weighted areas:

Quality of Content Posted Weekly: 25% of your grade

Each discussion post, written assignment or social media post assignment will be worth 10 points. Each discussion-board response will be worth 5 points. 2 points will be deducted for work that is completed late. No work will be accepted more than two-days late.

Quiz Scores: 25% of your grade

Quizzes will be given periodically consisting of 10 multiple-choice questions. Each week you will be notified if there is a quiz associated with the content for the week. You will have 20 minutes to complete each 10-question quiz (multiple choice) and you will have from Monday until Friday at 5pm to take your quiz at a time that best suits your schedule. Please keep in mind quizzes are designed for prepared learners. You will not have time to look up all the answers.

Midterm: 25% of your final grade

Your midterm will be an online exam that will test the knowledge you retained from the course throughout the first-half of the semester. More information regarding the midterm will be posted in announcements as we get closer to the test date. The test will be administered the week of October 15 (most likely at the end of the week).

Final Exam: 25% of your final grade

Your final exam will be an online exam that will test the knowledge you retained from the course throughout the entire semester. More information regarding the final exam will be posted in announcements as we get closer to the test date. The test will be administered the week of December 10 (most likely at the end of the week).

Requests for make-ups will be considered *only in cases of emergencies* that are communicated to me in a timely manner, beforehand when possible, and will require documentation (illness, etc.). If you encounter an emergency close to quiz/test time, please send me an email immediately.

Final grades will be based on these break-points:

A- = 90-93.5%	A = 93.6%+
B- = 80-83.5%	B=83.6-87% B+=87.1%-89.9%
C- = 70-73.5%	C=73.6-77% C+=77.1%-79.9%
D- = 60-63.5%	D=63.6-67% D+=67.1%-69.9%
E = 59.9% or lower	

Sakai Policies

If you are not familiar with Sakai I encourage you to take advantage of the student resources offered on the e-Learning help page, which can be accessed on the “Help” tab of our course site. Sakai tools work best in a *Firefox browser*, so please plan accordingly.

If you are having any technical difficulties, it is best that you first contact the **UF Help Desk at 352-392-4357**.

Sakai, like most online programs and software, is not immune to glitches. You may notice occasional downtime. If you are experiencing an error, please try logging out and logging back in to see if the issue self-corrects. If I am notified of an issue with Sakai, I will use Twitter to communicate any updates to you, my Twitter profile name is @NicoleDLevin.

If you have an issue, and you do not see any posts from me on Twitter, your next step is to assume that this issue is unique to you or your computer and you should try accessing the course from another computer and contact the UF Help Desk immediately.

You may also email me directly to alert me that you are dealing with an issue if it is close to a deadline.

Miscellaneous Information and Policies

By taking this class you agree to abide by the UF Honor Code and promise to submit only your original work. Cheating and plagiarism will not be tolerated.

If you have special needs that have been identified by the university for a student taking a course online, please notify me by email at the start of the semester so that we may make any necessary accommodations.

Course Topics Outline

Date	Topic
Week 1	Module 1) Course Introduction
	Module 2) What is Social Media?
Week 2	Module 1) Search Engine Optimization (SEO) and Social Media
	Module 2) On-Page vs. Off-Page SEO
Week 3	Module 1) Blogging – what is it; who uses it and why; how is it used; what is the proper format
	Module 2) Blogging Platforms and Set-up
Week 4	Module 1) LinkedIn: The Professional Network – Profile Set-up and Navigation
	Module 2) Using LinkedIn for Marketing a Business, Recruiting and Finding a Job
Week 5	Module 1) Facebook – History, Personal Profile Set-Up and Uses
	Module 2) Facebook for Business – Company Pages; Events
Week 6	Module 1) Twitter for Business, Research, Recruiting/Job Search and Socializing
	Module 2) Local Check-In Sites (foursquare, Gowalla)
Week 7	Module 1) Google +1 and the Facebook “Like” Button's Effect on Marketing Products and Services
	Module 2) Forums/Message Boards, Wiki's, Online Directories and Online Reviews
Week 8	Module 1) Online Photo Sharing, Video Blogs (Vlogs) and Podcasts
	Module 2) Social Implications of Social Media
Week 9	Module 1) Corporate Policy on Social Media
	Module 2) Copywriting for the Web
Week 10	Module 1) Public Relations in a Social Media World
	Module 2) Going Viral with Social Media
Week 11	Module 1) Marketing an Event Using Social Media
	Module 2) New Company/Product Launch Using Social Media
Week 12	Module 1) Politician's and Book Author's Uses for Social Media
	Module 2) Social Media Etiquette
Week 13	Module 1) Online Reputation Management
	Module 2) Tracking ROI of Social Media
Week 14	Final Exam