

# SOCIAL MEDIA MANAGEMENT

**COURSE:** PUR4932

**CREDIT HOURS:** 3

**SPRING 2015**

**Please Note:** This class is 100% online

ALTHOUGH THIS CLASS HAS NO REQUIRED “MEETING TIME” PLEASE REMEMBER THAT YOU ARE RESPONSIBLE FOR LEARNING/READING/WATCHING THE REQUIRED MATERIAL EACH WEEK AND SUBMITTING THE VARIOUS ASSIGNMENTS ON TIME.



**INSTRUCTOR:** *Lisa Buyer*

**Social Media:** @lisabuyer on Twitter and Instagram

“Social Media is about sociology and psychology more than technology.” – Brian Solis

**OFFICE HOURS:** Virtual Office Hours: Monday–Friday; by appointment through Canvas

Version Date: 12/11/14 – Spring 2015

**COURSE TA**

*Stephanie Wilson*

*stephanie.wilsonn@gmail.com*

**COURSE WEBSITE:**

Course Twitter Account: <https://twitter.com/UFPUR4932> - Follow us! @UFPUR4932



**COURSE COMMUNICATIONS:** Students may contact me with any questions regarding grades, course material, assignments or personal matters through Canvas. However, at times throughout this course we will be communicating through various social media networks but only for the purpose to gain further knowledge of social networking and participate in group discussions.

There is also an awesome TA assigned to this course as another resource for you: **Stephanie Wilson** will be participating in reviewing assignments and grading, and the best way to reach her is via email at [stephanie.wilsonn@gmail.com](mailto:stephanie.wilsonn@gmail.com) or via Canvas.

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

**REQUIRED TEXT:**

[Social PR Secrets 2<sup>nd</sup> edition by Lisa Buyer](#)

[Visual Social Media Marketing by Krista Neher](#)

[Maximize Your Social by Neal Schaffer](#)

[The Art of Social Media by Guy Kawasaki and Peg Fitzpatrick](#)

[Zombie Loyalists: Using Great Service to Create Rabid Fans by Peter Shankman](#)

#### **ADDITIONAL RESOURCES:**

Recommended Reading: I will recommend certain blogs and social media profiles to follow as well as social media and public relations specific eBooks, videos or white paper download.

**PREREQUISITE KNOWLEDGE AND SKILLS:** If you are not already familiar with using social media networking at a personal level, it will be *most helpful* to be active on a social media network such as Facebook, LinkedIn, Twitter or Google+ before the class starts. This class will also require you to participate in discussions and engagements on various social network sites. If you have not already done so please create and become familiar with Facebook, Twitter and Twitter.

The class is taught using the Canvas platform. If you are not familiar with Canvas, it is your responsibility to become familiar with it and take advantage of the Canvas support and resources available.

#### **COURSE OVERVIEW:**



It goes “Like” this: 72% of all Internet users are currently active on social media with the millennial’s (18–29 year-olds) topping the charts at 89% usage, followed by the 30 and 40-something year old bracket coming in at 72%, a strong

60% of 50 to 60-year-olds taking an active role in social media, and not-so-distant seniors in the 65-year old-plus bracket are breaking bad with 43% using and loving social media.

Not only are all ages using social media, but mobile is a significant factor with 80%+ users accessing social media from a mobile device.

Social media has changed the way we interact, build personal and business relationships, attract publicity, market our business, and position our brand. Today, businesses small and large are exploring new ways to utilize social media networks such as Facebook, Twitter, LinkedIn and Google+ to create relationships with prospects, customers, and the media. Business owners 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 in 2015 is visual, mobile, personal, influential, instantaneous and many times irreversible. Social media is also big business and an important part of today's marketing and public relations landscape. Social media refers to the practice of engaging in an interactive conversation on the web, and for a brand it can mean building a community, reporting news, customer service, or promoting an event or a product. This can be done via a company blog, online newsroom social networking sites (such as Facebook, LinkedIn, and Twitter), reviews, and comments. You are posting information on these sites and open for starting a dialogue of engagement and interactions, influencing opinion, and distributing information via the power of social sharing.

With millions of users on LinkedIn and Twitter (and now BILLIONS on Facebook) and more than 100 million blogs in existence, it is obvious why businesses are investing more and more resources to social media and influencing the online conversation.

#### **PURPOSE OF COURSE:**

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 and public relations positions—even entry-level positions. “Social Media Manager,” has also been a common new title added to job descriptions.

This course will be presented online and will provide students with an understanding of how social media and Internet marketing influences public relations.

**COURSE GOALS AND/OR OBJECTIVES:** *By the end of this course, students will...*

- Gain a well-balanced understanding of online marketing, social media, and search engines, and how they influence public relations in a positive (and negative) way.
- Become more comfortable using the most popular social media sites in a professional environment and understand the differences between them.
- Understand the fundamentals and best practices in social media management including the importance of reaching the mobile user and the use of visuals in social media management.
- Gain enough in-class experience to confidently apply for business management, customer service, marketing or PR positions that require social-media skills.
- Obtain your [Hootsuite Certified Professional Certification](#), which will help you earn industry-recognized credentials with the Hootsuite dashboard. This certification comes with a badge you can display on your website or social profile and the opportunity to grow your online presence by getting listed in the Hootsuite Online Professionals Directory. (Note: this is included in this course at no additional cost to the student and the steps to obtaining certification will be outlined in Week 2)

**INSTRUCTIONAL METHODS:** This class will be 100% online and it will consist of writings and presentations from the instructor, supportive video content, and online reading materials. Throughout the course, many times on a weekly basis, social media experts will be invited to give guest presentations to further expand on a topic.

#### COURSE POLICIES:

##### **Assignments and Coursework**



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

Your grade will be assessed primarily from quizzes given weekly, however there will be some discussion participation or written interactive assignments. There will also be a midterm and a final exam. To succeed in this course, you will need to regularly visit the content in Canvas accessed through the eLearning page at <https://lss.at.ufl.edu/>

***Course content will be published as we go; there will be very few opportunities to work ahead.*** The content for the upcoming week will be posted by 8:00 a.m. EST that Monday morning.

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

- 1) A multiple-choice or short answer quiz
- 2) A social-media publishing or posting assignment
- 3) A social media special project
- 4) A written assignment or discussion

#### **QUIZ/EXAM POLICY:**

**Quizzes:** If a quiz has been assigned for that week, you will need to have it completed by Sunday at 11:59 p.m. EST of that week.

**Social Media Posting/Reviews/Research:** 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, updating an existing profile you own, or posting on a chosen social media site.

**Written Assignments:** If your assignment for the week is to write about the content covered, you may be asked to submit it in the assessment section of Canvas. Again, instructions for your assignments will be given each week in your course content.

Sometimes, you will be given instructions that ask you to research examples of brands using social media and write a review of what they are doing right and/or wrong.

An assignment will be submitted in the assessment section and are typically due by Sunday 11:59 p.m. EST of that week unless otherwise noted.

All written assignments are expected to be double spaced, 12 point, Arial font!



**ATTENDANCE POLICY:** As previously stated, this class has no attendance requirement. You are responsible, however for learning all the material and turning in the required assignments on time. *Failure to do so will severely impact your grade.*

For any questions regarding a given grade, please contact me or Stephanie within 24 hours after the grade is received.

**MAKE-UP POLICY:** Requests for make-ups will be considered only in cases of emergencies that are communicated to me within 24-hours, beforehand when possible, and will require documentation (illness, etc.). If you encounter an emergency close to quiz/test time, please send an email to me immediately. There is a zero tolerance policy for missing deadlines and missing even one quiz can significantly impact your grade, so please be sure to submit all your work on time and communicate issues in a timely manner.

**ASSIGNMENT POLICY:** Assignments such as quizzes, written assignments or special projects will be due by Sunday 11:59 pm EST of that week. (Unless otherwise specified, due dates are always subject to change so please stay in the Canvas class conversation).

**COURSE TECHNOLOGY:** This class requires students to have a working Internet connection, as well as access to social media networks. We will be utilizing networks such as Twitter, Facebook, Google+ and more.

## UF 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.

**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>.

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

## GETTING HELP:

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

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP - select option 2



- <https://lss.at.ufl.edu/help.shtml>

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

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

- Counseling and Wellness resources
- 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.

## GRADING POLICIES:

### Grading Values

Your participation in this class and your understanding of the material presented will be broken into four areas:

- |                                     |                   |
|-------------------------------------|-------------------|
| <b>1) Projects and Activities:</b>  | 20% of your grade |
| <b>2) Quizzes:</b>                  | 20% of your grade |
| <b>3) Discussions/Interactions:</b> | 10% of your grade |

You will be notified of your assignments each week in your course content. Assignments—whether they are written, a social media post, a quiz or discussion—will be worth 10 points.

You will be given three-five special assignment projects. You will have one week to complete each project.

Assignments/quizzes will be unavailable past the 11:59 p.m. Sunday deadline. No work will be accepted late.

Note: If you submit an assignment, project or activity early (before the due date) consider it submitted and eligible to be graded.

Submitting assignment: Remember this is an online class and all assignments are submitted in digital format. It is your responsibility to make sure links, files and uploads are correct.

You will have 45 minutes to complete a 10-20 question quiz (multiple choice or short-answer format) and you will have from Monday until Sunday at 11:59 p.m. 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.

**4) Hootsuite Certification:** 10% of your final grade –

- a. Note you do not need to sign up for Hootsuite on your own. You will receive an email during week 2 from Hootsuite about your account.

**5) Midterm:** 20% 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. The test will be available for you to take on Monday at 8 am EST until Wednesday at 11:59 pm EST and it will also be timed.

**6) Final Exam:** 20% 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. The test will be available for you to take on Monday @ 8:00 am until Wednesday @ 11:59 pm and it will also be timed.

**Grading Scale:**

**Final grades will be based on these break points:**

A	100% - 94%
A-	< 94% - 90%
B+	< 90% - 87%
B	< 87% - 84%
B-	< 84% - 80%
C+	< 80% - 77%
C	< 77% - 74%
C-	< 74% - 70%
D+	< 70% - 67%
D	< 67% - 64%

D- < 64% - 61%  
E < 61% - 60%

## COURSE SCHEDULE:

### Course Topic Outline

Week 1	Social Media Evolution
Week 2	Social PR Revolution Introduce Hootsuite Certification and Hootsuite Pro
Week 3	Social Media Strategy and Planning
Week 4	Social Media Content - Who, What, Where and When
Week 5	Facebook for Business
Week 6	Twitter for Business
Week 7	LinkedIn and Google+ for Business
Week 8	Visual Social Media and the 15 Second Press Release
Week 9	Mid-term
Week 10	Social PR News Writing and Search Engine Optimization

Week 11	Social Media Community Management
Week 12	Social Media Planning, Policies and Procedures and How to Avoid a Public Relations Disaster Caused by Social Media
Week 13	Going Mobile with Social Media
Week 14	Measuring What Matters, Influence, ROI, KPIs and Analytics Social Media Tools and Platforms
Week 15	Final Exam

**FINAL EXAM:** TBA <sup>1</sup>

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.

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<sup>1</sup>