

COMM 234: Introduction to Social Media

Fall 2017

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Course Description: This course encourages hands-on familiarity with current social media platforms, explores the history of social media, and discusses ethical considerations for social media use. The first part of the course will address the professional use of social media for an organization. We will review current practices in the field for using communication to build personal/corporate brands and engage customers using social media and web tools. Particular focus will be given to the application of social media strategies to current needs of organizations. In the second part of the course, we will focus on cultural topics relevant to social media such as cyberbullying, politics, interpersonal relationships, image repair, sports, etc.

Textbook and Required Materials:

Luttrell, R. (2016). *Social media: How to engage, share, and connect* (2nd ed.). Lanham, MD: Rowman & Littlefield.

Course Objectives: Upon completion of this course, students will be able to:

1. Explain the historical development of social media
2. Create and develop sound social media strategies using the Circular Model of SoMe for Social Communication.
3. Competently use a variety of social media platforms for professional use.
4. Analyze ethical issues concerning social media use.

National Communication Association Learning Outcomes in Communication (LOCs):

LOC #4: Create messages appropriate To The audience, Purpose, and Context

- Locate and use information relevant to the goals, audiences, purposes and contexts
- Select creative and appropriate modalities and technologies to accomplish communicative goals
- Adapt messages to the diverse needs of individuals, groups and contexts
- Present messages in multiple communication modalities and contexts
- Adjust messages while in the process of communicating
- Critically reflect on one's own messages after the communication event

Description of Major Assignments

Creating infographics (10 points): Create an account at Piktochart or Canva. You will work with the free options, so click "start for free." Make sure to select the infograph templates. Your task is to create an infographic about yourself – a sort of instant digital resume snapshot of your interests and skills. Play with the options, don't just plug into a default template without changing things. Make it personal!

Position Paper (20 points): Individually, you will be asked to write a no more than 2 page (single spaced) paper on the following topic: What are the implications of increasingly widespread use of social media by and within organizations? More details will be provided on a separate assignment sheet.

Campaign Project (100 points): Working in groups throughout the semester, you will create and implement a social media campaign focused on a specific goal for a university group. This project will have multiple graded components, including the development of a social media plan, blog posts to apply course content to your campaign construction, social media content creation and engagement, and a group presentation. More details will be provided on a separate assignment sheet.

Exams (2@50 points each): A written midterm and final exam will take place on the days designated in the syllabus.

Tentative Course Schedule

Date	Topic	Assignments
Week 1	Introduction to the Course	<ul style="list-style-type: none"> Review the syllabus
Week 2	Four Quadrants of Public Relations The Evolution of Social Media	<ul style="list-style-type: none"> Luttrell, Introduction Luttrell, Chapters 1 & 2
Week 3	Developing a Social Media Plan	<ul style="list-style-type: none"> Infographic Assignment Due Luttrell, Chapter 15
Week 4	Public Relations, Social Media, and Ethics Guest Speaker, University Social Media Coordinator	<ul style="list-style-type: none"> Luttrell, Chapters 3 & 11 Campaign Project goal e-mail due
Week 5	Creating Content	<ul style="list-style-type: none"> Come prepared to work with your group! First blog post due Luttrell, Chapter 5
Week 6	Social Networks	<ul style="list-style-type: none"> Luttrell, Chapter 6
Week 7	“Sticky” Social Media Photo and Video Sharing	<ul style="list-style-type: none"> Luttrell, Chapter 9 Luttrell, Chapters 7 & 8
Week 8	Exam 1 Crisis Management	<ul style="list-style-type: none"> Luttrell, Chapter 10 & Benoit, (pdf on Canvas) Second blog post due
Week 9	Crisis Management continued Creating Social Media Policies	<ul style="list-style-type: none"> Crisis simulation activity (in class) Luttrell, Chapter 12
Week 10	Measuring Social Media Impact Social Media and Privacy	<ul style="list-style-type: none"> Luttrell Chapter 14 danah boyd, Chapter 2, pdf on Canvas Position Paper Due

Week 11	Social Media and Bullying "Being 13" documentary Social Media and Interpersonal Relationships	<ul style="list-style-type: none"> • Third blog post due • Sherry Turkle (pdf on Canvas)
Week 12	Social Media and Politics	<ul style="list-style-type: none"> • Rose-Stockwell, "How we broke democracy" (article on Canvas)
Week 13	Social Media, Sports, and Image Repair	<ul style="list-style-type: none"> • Hipke and Hachtmann (pdf on Canvas) • Hambrick (pdf on Canvas) • Fourth Blog Post Due
Week 14	Social Media and Activism	<ul style="list-style-type: none"> • Montgomery, "Get Up, Stand Up" (pdf on Canvas) • Bring examples of hashtags related to campaigns • Wrap up campaign projects and create transition plan
Week 15	Social Media, Addiction, and Mental Health	<ul style="list-style-type: none"> • Fifth blog post due
Week 16	Project Presentations and Final Exam	