INFO 5960 & INFO 4960
Wintermester 2020
Online Learning and Personal Branding with Social Media

INSTRUCTOR CONTACT

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Pronouns: She, Her, Hers
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Office Hours: Fridays (Online) 3:00 pm – 4:00 pm
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COURSE INFORMATION

Course Description
3 hours. Social media has become a driving force in modern culture. It has the power to keep the world informed and to bring together communities into a global society. Social media can be used as a platform for personal branding and education. A personal brand is how other people view us. It relates to the skills we present, our representation as experts, the relationships we build, and the stories we tell about ourselves. This class explores how professionals can use social media to promote themselves and to achieve their career goals through personal branding. Students will also learn about using social media for professional development and creating a personal learning network for career advancement.

Course Prerequisites
None.

LEARNING OUTCOMES

By the end of the course, students should be able to:
- Define a personal brand
- Create a personal brand
- Define basic concepts for personal safety online and online reputation
- Create a personal learning network
- Identify the relevant social media resources for professional development
REQUIRED MATERIALS
There is no required textbook.

CLASS FORMAT
This class will be delivered in an asynchronous format via Canvas, with presentations and reading materials included in each module. The instructor will be available each Friday evening during a designated time for office hours. (The office hours will not be offered during the holiday break.) During this time, the professor will answer course questions and provide feedback on drafts of student work.

ASSIGNMENTS

Quiz (5%)
Students will complete a quiz reviewing elements of the syllabus.

Personal Branding Assignment (25%)
The purpose of the personal branding assignment will be to demonstrate the understanding and application of materials read for class and develop a personal brand to market yourself. A template will be provided.

Discussions (10%)
Students will be expected to complete discussions relevant to the class topics. Participation in discussions is required and will be used to determine class attendance. Discussions will take place asynchronously.

Social Media Professional Development Assignment (25%)
Students will submit a social media professional development assignment based on their professional goals. The project's purpose will be to deepen students' understanding of a professional development topic chosen by the student, develop their ability to critically evaluate the quality and credibility of social media sources, and build an online personal learning network. A template will be provided.

About Me Page (10%)
Students will create a short biography page using About Me to describe their skills and education.

Presentation (15%)
A presentation based on the social media branding and professional development projects will be submitted during the final week of class.

Course Reflection Assignment (10%)
This assignment is for providing feedback about the course.
Grading

Grades will be determined as follows:

<table>
<thead>
<tr>
<th>Grading Scale</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90-100</td>
<td>A</td>
</tr>
<tr>
<td>80-89</td>
<td>B</td>
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<tr>
<td>70-79</td>
<td>C</td>
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<tr>
<td>60-69</td>
<td>D</td>
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<tr>
<td>Below 60</td>
<td>F</td>
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</tbody>
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Course Modules

<table>
<thead>
<tr>
<th>Module</th>
<th>Module Topic</th>
<th>Course Assignment</th>
<th>Opens</th>
<th>Due Dates</th>
</tr>
</thead>
</table>
| 1      | Introduction to the Personal Brand        | 1. Discussion 1  
2. About Me Page  
3. Syllabus Quiz          | 12/14/2020   | 12/16/2020  |
| 3      | Developing the Personal Brand             | 1. Discussion 2  
| 4      | Bringing It All Together                  | 1. Presentation  
2. Course Reflection Assignment | 12/23/2020  | 1/7/2020    |

Late Work:

Late work will only be accepted for a justifiable reason such as a serious illness, death, military service, or technical difficulty. Documentation (i.e., military orders, doctor’s note, funeral program, helpdesk ticket) must be provided, and a request must be made to submit the late work within a week of missing the assignment deadline. If you experience technical issues while submitting an assignment on time, you must contact the Helpdesk via email and create a help ticket immediately so that your issue is documented with a helpdesk ticket number.

Considerations regarding submission issues will be made by the instructor on an individual basis based on the documentation. Quirks in Canvas are typically resolved within hours. Continue to try to submit your work. Immediately send the instructor a message in Canvas with your documentation attached. Submitting a website link for an assignment that is not viewable is considered to be the same as not submitting the assignment. If the assignment is not viewable or some of its contents are not viewable.
when it is graded, students will not receive an email asking to make the webpage and its components viewable. The assignment will be graded as it is.
Late work will not be accepted in the last module. All assignments will be due at 11:59 pm CST. You are encouraged to start your assignments early. When working with technology, it is never a good idea to wait until the last minute!

Assignments and Due Dates

Please see the “Module Folders” within the course for assignment details and read the requirements carefully. Some weeks require assignments as well as discussion board posts.

Due dates are listed in the chart below. If due dates are changed, the students will be notified. Assignments are due at 11:59 PM Central Time. Students are responsible for creating their own calendars to track assignment due dates.

Class Sessions

This class is asynchronous. Therefore, there are no online sessions. Materials will be placed in the module folders. Module folders will include all applicable course materials. Course discussions will take place on the discussion board and by using asynchronous web 2.0 tools such as VoiceThread and FlipGrid.

Assignment Submission Instructions

Assignments are in the module folders. Directions for submitting assignments will be attached to each assignment. There will be times when professor-created forms are provided. When they are provided, they must be used. While templates may be in .doc format, except where specifically noted (such as the submission of a PDF or link), all assignments must be submitted to the assignment link as a Word document (.doc) so that Canvas can read them. Use the “Save As” option to meet submission guidelines. Assignments submitted in any other format will not be graded.

Exams

Quizzes/tests are available for completion during the duration of the exam period (see dates above) and can be taken at any time during that window. Most assessments are timed and are delivered one question at a time. Backtracking is not allowed. Pay close attention to the closing date and time, so that you don’t fail to complete the quiz/test. You may use your book and course materials to help you with the quizzes/tests. Please read the on-screen instructions carefully before you click “Begin Assessment.”

COURSE EVALUATION

Students will complete the university’s course evaluation at the end of the semester to evaluate the class. In addition, the instructor may choose to administer a supplemental course evaluation.

RESOURCES
COURSE POLICIES

Posting of Grades of Student Work

The instructor will make every attempt to post grades to the "Grades" link located in the toolbar no later than one week after assignment completion.

Plagiarism Policy

Plagiarism is illegal, unethical, and unacceptable. This includes self-plagiarism (resubmitting previous assignments). Any instances of any form of plagiarism in student work will result in the following penalties: First offense: Grade of zero for the assignment. Second offense: Final course grade reduced by one complete grade. Third offense: Assignment of F (Fail) for the final course grade. Additionally, the incident will be reported to the Office of Student Rights and Responsibilities, which may impose a further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to:

- use of any unauthorized assistance in taking quizzes, tests, or examinations;
- dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
- the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university;
- dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage.

The term "plagiarism" includes, but is not limited to:

- the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and
- the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Do not quote or paraphrase sources without explicit reference to the original work. Information used or quoted from other sources must contain a citation, whether the source is a print or electronic source.

- APA Style -- http://www.apastyle.org/
- Citation Machine -- http://citationmachine.net/
- EasyBib-- http://www.easybib.com/
- Owl Purdue -- https://owl.purdue.edu/owl/research_and_citation/apa_style
Examination Policy

All exams are open book. However, they are timed, and it is recommended that students study and take notes throughout the semester. Exams must be submitted by the due date. This is an online course, and the integrity of exams must be protected. If you miss a question on an exam, the professor will not provide answers for the exam. The answers are in the course materials.

If you lose Internet connectivity during an exam, log back in immediately, and continue with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the Helpdesk via email and submit a help desk ticket immediately so that your issue is documented with a help desk ticket number. Send a copy of the documentation to the instructor. Continue to check to see if the issue is resolved so that you can submit your work. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Incompletes

A grade of incomplete (I) will be given only for justifiable reason (such as a serious illness or military service), and only if you are passing the course. It is your responsibility to contact the instructor to request an incomplete and discuss requirements for completing the course. If you do not remove the incomplete within the time frame agreed upon with the instructor or within one calendar year, you will receive a grade of an F. Please refer to http://essc.unt.edu/registrar/academic-record-incomplete.html for more information.

Withdrawal

A grade of withdraw (W) or withdraw-failing (WF) will be given depending on your participation and grades to date. If you simply disappear and do not file a formal UNT withdrawal form, you may receive a grade of an F.

TurnItIn

Students may be required to submit select written assignments for this class to Turnitin, a web-based plagiarism detection service. Turnitin is incorporated into the learning management system. This also serves as notice that the instructor may submit your papers through TurnItIn on an individual basis.

Attendance Policy

Students are expected to check into class, respond to messages, and read announcements and the discussion boards at least once a day. The instructor is able to track student attendance. Students are also expected to answer the instructor’s emails. Students that do not answer the instructor’s emails or sign in to the course and complete one or more of the following activities will be removed from the course after eight days: participating in assigned discussions or completing assignments. If you are
removed from the course, you are still responsible for dropping the course through the university’s registrar office.

**Syllabus Change Policy**

There are instances when the instructor may need to change the assignments, grading criteria, and/or assignment due dates listed in this syllabus. If this becomes necessary, the instructor will immediately notify students of the changes via the course “Announcements.”

**Class Materials for Remote Instruction**

Students will need access to a webcam, microphone, a laptop or desktop computer, and up-to-date browsers to participate in fully remote portions of the class. Students will be asked to sign up for social media platforms and web 2.0 tools. Information on how to be successful in a remote learning environment can be found at https://online.unt.edu/learn.

**Class Recordings & Student Likenesses**

Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

**TECHNICAL REQUIREMENTS / ASSISTANCE**

The following information has been provided to assist you in preparation for the technological aspect of the course. It is your responsibility to ensure that your computer’s software is updated in order to access the technology that is required for this course.

- Hardware and software necessary to use Canvas:
  - PC: Windows 7 or newer
  - Mac: Leopard or newer
  - Internet access
  - Headset/microphone
  - Web Camera
  - Microsoft Office 2010, or newer, with Word and PowerPoint
  - Acrobat Reader
  - Scanner/Scanning software
  - Windows Media Player or another type of media player
  - Speakers
  - JAVA
  - Flash
  - Thumb drive
  - Sound card
  - 2 GB RAM (4 GB+ recommended)
  - 3GHz, or faster, processor
Current versions of multiple common Internet browsers compatible with Canvas may be necessary in order to better experience the course materials: Chrome, Firefox, Internet Explorer, Safari.

- Browser and computer settings check: http://www.unt.edu/helpdesk/students/

**ACCESS & NAVIGATION**

**Access and Log in Information**

This course was developed and will be facilitated by utilizing the University of North Texas’ Learning Management System, Canvas. To get started with the course, please go to https://unt.instructure.com/. You will need your EUID and password to log in to the course. If you do not know your EUID or have forgotten your password, please go to http://ams.unt.edu.

**Canvas Tutorials**

As a student, you will have access to the Canvas tutorials. The address for the website is https://community.canvaslms.com/docs/DOC-3891-canvas-video-guide#jive_content_id_Students. It is recommended that you become familiar with the tutorials to better equip you to navigate the course.

**Being a Successful Online Student**

- http://www.ion.uillinois.edu/resources/tutorials/pedagogy/StudentProfile.asp
- http://www.ion.uillinois.edu/resources/tutorials/pedagogy/selfEval.asp

**How the Course is Organized**

This course is structured around modules. The folders for each module can be accessed by clicking on the Module Folders link in the course menu.

**What Should Students Do First?**

There is a “Start Here” page on the course menu. Follow the directions to get started in the class. Please carefully review the syllabus.

**How Students Should Proceed Each Week for Class Activities**

The materials needed in order to successfully complete course activities are available in the course modules. Read each course module for directions and materials for completing the course.

**Student Support**

The University of North Texas provides student technical support in the use of Canvas and supported resources. The student help desk may be reached at:

- Email: helpdesk@unt.edu
- Phone: 940.565-2324
- In Person: ISB Rm. 119

Regular hours are maintained to provide support to students. Please refer to the website (https://www.unt.edu/helpdesk/) for updated hours.

**COURSE REQUIREMENTS**

The following is expected of each student enrolled in this class:

1. Completion of course readings
2. Full participation in online discussions
3. The timely completion of assignments using the Canvas assignment links
4. The submission of graduate-level work
5. Students are expected to conduct themselves in a professional manner. This includes being prepared for all class assignments, being flexible to unforeseen changes in schedules and assignments, and exhibiting proper online etiquette. Along with the etiquette rules written on this syllabus, examples of proper online etiquette can be found at http://www.ic.sunysb.edu/Class/che326ff/discussion_board/etiquette.pdf. In addition, it is expected that each student will show a high amount of self-initiative in locating the additional reading material when necessary for this course. This is part of being a librarian and information scientist. This means that students should be willing to go to the university library (or university library website), the public library, or school libraries, or conduct research online to complete assignments. It is the student’s responsibility to locate appropriate literature to complete assignments. Although this course may seem self-paced because of the lack of scheduled face-to-face class meetings, there are, in fact, timelines that must be followed. A variety of assignments will be used that include class discussions and independent assignments.

“Attendance” is mandatory – meaning that you must check in to the class often to read posts and get announcements. (Log in at least once daily.) If you do not check in, you will miss posts and notices by the professor and other students that might help clarify the assignments or give important information about upcoming due dates, etc. It is your responsibility to keep a calendar handy so that you do not miss deadlines for assignments.

COMMUNICATIONS

Use the discussion boards as the primary tool to communicate directly with other students and the professor. Please send personal concerns or questions via the course email tool. Students can expect to receive a response to questions within 24 hours on working days. Working days do not include weekends or holidays. Students should not wait until the day before assignments are due to request assistance with assignments. Please be aware that the instructor will not be able to respond to “last minute” requests for assignment clarification, and students may encounter unforeseen problems with their Internet provider, software, or hardware. Therefore, students are encouraged to develop communication networks with other class members via electronic communication vehicles such as the email system within class and discussion boards. Students should consider the communication parameters with regard to assignment due dates.

Students are responsible for reading or watching and participating in all discussion posts. Tips and other important information from the professor can be found in the Announcements. There are separate boards for each scheduled discussion. Unless there is an emergency that does not allow access to the course website, send all emails within the course website using the “Inbox” link. If a student has access to the course, and a message is sent to the instructor’s UNT email address, the instructor will reply to the email using the “Inbox” link inside of the course.

COVID-19 Impact on Attendance
While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class. If you are experiencing any symptoms of COVID-19 (https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

20 Netiquette Guidelines for This Class

Adapted from:


1. Avoid dominating any discussion.
2. Avoid typing in ALL CAPS or bold print. These actions are considered to be yelling online. (Note that the instructor may use bold print for emphasizing text in announcements. In this case, it is not considered yelling.)
3. Sparingly use exclamation points when writing.
4. Avoid using offensive or sarcastic language. Absolutely no profanity will be accepted. For example, racist, discriminatory, sexist, and religiously insensitive statements will not be tolerated.
5. Never make fun of someone’s ability to read or write.
6. Use emoticons (located in the menu when typing) sparingly when you feel you need to communicate your feelings.
7. Avoid posting your personal issues to the “Course Question” forum. Send personal questions to the instructor through the “Messages” link.
8. Cite your work.
9. Be patient with other people. This includes taking the time to read everything on the discussion board before you decide to reply to avoid being repetitive or asking questions that have already been addressed.
10. Stay on point when posting messages.
11. Use simple English.
12. Avoid being preachy and pompous because you feel someone else has made a mistake, or you feel your opinion is right.
13. Flaming is not acceptable in this class. All criticism must be constructive, clearly sent with other’s best interest in mind, and politely articulated.

14. This is an online class, and links break. Politely email the instructor through the “Messages” link if you notice a problem. Do not post these issues to the “Course Question” forum.

15. Use correct spelling and grammar. This means that texting shortcuts are not acceptable.

16. Share tips with other students.

17. Keep an “open-mind” and be willing to express even your minority opinion and consider the opinions of others.

18. When in doubt, always check with your instructor for clarification and feedback.

19. Think before you push the “Send” button. Remember, you cannot take back statements once they are posted online.

20. Be aware of the university’s Academic Honesty and Code of Conduct policies. Understand that they will be enforced while you are enrolled in this class.

UNT POLICIES

Copyright Notice
Some or all of the materials on this course web site may be protected by Creative Commons license, attribution-NonCommercial.

Academic Dishonesty
Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Office of Student Rights and Responsibilities, which may impose for further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Acceptable Student Behavior

Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu.
ADA Policy

The University of North Texas makes reasonable academic accommodations for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time. However, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

Sexual Discrimination, Harassment, & Assault

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) have experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT’s Dean of Students’ website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources_0. UNT’s Student Advocates can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students’ office at 940-565-2648. You are not alone. We are here to help.

Important Notice for F-1 Students taking Distance Education Courses: Federal Regulation


The paragraph reads:

(G) For F–1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit,
cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F–1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

**University of North Texas Compliance**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place, and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office (ISSS). The ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.