

# Social Media Strategies

Tues. & Thurs. 11:00-12:20 / RTFP 180F

## BYOD

I have a "Bring Your Own Device" policy for this class. I encourage you to bring your laptop or mobile device to class as we will occasionally use them for in-class assignments. If you prefer to take notes on a laptop, I ask that you sit in the back or on the sides so as to minimize distractions to your peers. Technology can and should enhance the learning environment, thus I trust that you will only use it responsibly in my class.

## **COURSE OBJECTIVES:**

This course will give future media and communications professionals the tools and experiences to successfully utilize collaborative and social media for strategic endeavors. The class considers the various strengths, limitations, ethics, uses, and effects of various collaborative and social media tools. Students will work individually and in teams to create, analyze, and evaluate collaborative and social media tools and strategies. The course incorporates digital media theories with practical applications.

### **At the end of this course, students will:**

- Know how to effectively communicate specific messages via social media
- Be able to connect with readers and viewers in different ways
- Know how to publish real-time updates and community engagement
- Know how to collaborate on research, content, and analysis
- Be able to use a variety of tools for communication and engagement
- Be able to evaluate the ethics, privacy, and intellectual property policies of social media companies

## **REQUIRED TEXTS**

1. *Content Rules: How to create killer blogs, podcasts, videos, ebooks, webinars (and more)* by Anne Handley, C.C. Chapman, & David Meerman
2. *NetSmart: How to Thrive Online* by Howard Rheingold
3. Other readings are available on Blackboard
4. Some readings will be chosen by you & determined later in the semester

**Dr. Jacqueline Vickery, Ph.D.**

*Office: RTFP 237*

*Hours: Tues/Thurs. 12:30-1:45*

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***This course requires a lot of group work and participation. Please be mindful of your other obligations and responsibilities so that you can pull your weight in the group. Tips for working together: 1) be respectful of each other's time & ideas, 2) communicate effectively, 3) work together as a team, and 4) meet your deadlines.***



# ASSIGNMENTS

Late assignments will lose one full letter grade for each day it's late. Assignments will not be accepted after 3 days, it's an automatic zero.

- ❖ **EXAM - 150 POINTS**
- ❖ **CASE STUDY – 125 POINTS**
- ❖ **LEAD CLASS DISCUSSION (Group) – 100 POINTS**
- ❖ **READING QUIZZES – 100 POINTS**
  - 10 quizzes worth 10 points each
- ❖ **TWITTER – 25 POINTS**
  - #RTVFSMS
- ❖ **SOCIAL MEDIA CAMPAIGN (Group) – 500 POINTS**
  - DESIGN A STRATEGY – 100 POINTS
  - CAMPAIGN UPDATE – 25 POINTS
  - METRICS – 50 POINTS
  - IN-CLASS PITCH – 75 POINTS
  - CAMPAIGN – 100 POINTS
  - ANALYSIS – 100 POINTS
  - INDV. CONTRIBUTION – 50 POINTS

## TOTAL 1000 POINTS

**A = 900-1000    B = 800-899    C=700-799**

**D = 600-699    F = fewer than 600**

**Extra Credit:** Occasionally I will offer extra credit opportunities to the entire class; the extra assignments are always optional. No extra credit opportunities will be offered on an individual basis, so do not ask. If you are struggling with the course materials come see me for additional guidance and resources.

**Religious holy days** sometimes conflict with class and examination schedules. If you will miss a work assignment or other project due to the observance of a religious holy day you will be given an opportunity to complete the work missed within a reasonable time after the absence. If you are going to miss an assignment, please let me know at the beginning of the semester.

## ATTENDANCE

I do not distinguish between “excused” and “unexcused” absences. Everyone is granted one “free” absence during the semester, no questions asked. Each additional absence will result in a loss of 10 points from your grade. Additionally, you will lose points for arriving late or leaving early. If you experience extenuating circumstances (e.g. illness, death in family, etc.) during the semester talk to me ASAP.

## ODA NOTIFICATION

The University of North Texas makes reasonable academic accommodation 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. 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.



## WEEKLY SCHEDULE

### **WEEK 1: INTRO & LITERACIES**

8/26: no readings  
8/28: "Introduction", Rheingold

### **WEEK 2: COLLECTIVE INTELLIGENCE**

9/2: Chapter 2, Rheingold  
9/4: Chapter 4, Rheingold

### **WEEK 3: PARTICIPATORY CULTURE**

9/9: Chapter 3, Rheingold  
9/11: "How Media Spreads"

### **WEEK 4: SOCIAL NETWORKS**

\*\*9/16: "Social Network Revolution"  
9/18: Chapter 5, Rheingold

### **WEEK 5: DESIGNING SOCIAL EXPERIENCES**

\*\*9/23: "What's your social media strategy?"  
"Tips to Create Content Strategy"  
"Kickoff"  
9/25: Chapters 1, 2, 19, & 20 Handley & Chapman  
T.B.D. – group presentation

### **WEEK 6: SOCIAL MEDIA CAMPAIGNS**

9/30: "Designing for Spreadability"  
10/2: Chapters 4, 5, & 8, Handley & Chapman  
T.B.D. – group presentation

### **WEEK 7: PLATFORMS, TOOLS, RESOURCES**

10/7: "Guide to HootSuite" "Consumer Power" –  
Labrecque et al.  
\*\*10/9: Ch. 16, 18, Handley & Chapman; TBD –  
group presentation

### **WEEK 8: METRICS & MEASUREMENTS**

10/14: "Measure SM", "SM Measurement",  
"Google Analytics"  
10/16: "Facebook Insights", "Twitter Analytics",  
TBD – group presentation

### **WEEK 9: REMIX CULTURE**

10/21: "Law Strangle Copyright"  
10/23: No readings & no class

## **IMPORTANT DATES**

9/16: Campaign Proposal Due  
9/23: Case Study Due  
10/9: Campaign Design Strategy Due  
11/6: Exam  
11/13: Campaign Update Due  
11/25: Metrics & Measurements Due  
12/2: Group Evaluations & In-Class Presentations  
12/4: In-Class Presentations  
12/9: Final Analysis Due by 12:30  
TBD: Leading Class Discussion (Group)

### **WEEK 10: INTELLECTUAL PROPERTY**

10/28: "Who Really Owns Your Photos in Social Media?"  
10/30: "Social Media & Copyright Law", TBD – group presentation

### **WEEK 11: TRANSMEDIA & COLLABORATIVE STORYTELLING**

11/4: "Matrix & Transmedia Storytelling", "20+ Apps for Digital Storytelling"  
11/6: EXAM

### **WEEK 12: ENTERTAINMENT INDUSTRY & SOCIAL MEDIA**

11/11: "Indie 2.0" - Tryon  
\*\*11/13: "Social Media Needs TV", "Has SM Changed TV?", TBD – group  
presentation

### **WEEK 13: SOCIAL MEDIA INDUSTRIES**

11/18: "Business Models of Social Networking Sites"  
11/20: "Privatization of our Private Lives", TBD – group presentation

### **WEEK 14: SOCIAL MEDIA & JOBS**

\*\*11/25: "Social Media & Jobs", "Filmmaker Mistakes"  
11/27: HAPPY THANKSGIVING!

### **\*\*WEEK 15: GROUP EVALUATIONS & PRESENTATIONS**

### **\*\*WEEK 16: FINAL ANALYSIS DUE DECEMBER 9 BY 12:30**

**ACADEMIC INTEGRITY** is defined in the UNT Policy on Student Standards for Academic Integrity. Any suspected case of Academic Dishonesty will be handled in accordance with the University Policy and procedures. Possible academic penalties range from a verbal or written admonition to a grade of "F" in the course. Further sanctions may apply to incidents involving major violations. Categories of academic dishonesty include, but are not limited to, cheating, plagiarism, forgery, fabrication, facilitating dishonesty, sabotage, turning in the same assignment for more than one class without permission, and any act designed to give a student an unfair advantage on an assignment or in the course. You will find the policy and procedures at:

<http://vpaa.unt.edu/academic-integrity.htm>.

# BIBLIOGRAPHY OF REQUIRED READINGS

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