Overview
This course explores social media from the perspective which is most critical and fundamental: the social. Ultimately, to understand the strategic and effective uses of social media, one must first understand who uses social media, how and why they use it, and how the medium itself can be exploited through the implementation of proven sociological and social psychological theories and concepts. The strategic implementation of social media is not guesswork; it results from the careful and well-planned development of theory- and evidence-based language and tactics. This course is very practical and applied and will be useful to any professional who needs to use social media as an instrument of influence, persuasion, education, and information. Hence, this course will cover the following:

- Major platforms in terms of attributes, audiences, strategic usefulness, and pros/cons
- Social media messages and campaigns based on well-understood social theories
- The use of social media as a tool for all types of organizations
- Social media management and measurement tools to evaluate effectiveness
- Ethical and cultural implications of the growth of social media such as shaming, cyberbullying, & harassment, and privacy concerns
- Social media dynamics such as collective behavior & social movements, citizen journalism, and social media justice

Books:
Superconnected by Mary Chayko (2017), ISBN 9781452268798 (paperback but available as an e-book too)


Additional readings may be provided in Blackboard or Canvas.

Graduate Student Information
For graduate students enrolled in JOUR 5330, please make an appointment with the instructor before the second class session to discuss the additional course work required of you.
Assignments/Course Structure
This course consists of 1000 points for coursework:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Social Media Bounty</td>
<td>(5 x 20 points) - 100 points total</td>
</tr>
<tr>
<td>Class Prep</td>
<td>(10 x 20 points) - 200 points total</td>
</tr>
<tr>
<td>Pitch Presentations</td>
<td>(5 x 40 points) - 200 points total</td>
</tr>
<tr>
<td>Minute Papers</td>
<td>(5 x 20 points) - 100 points total</td>
</tr>
<tr>
<td>Participation</td>
<td>- 200 points total</td>
</tr>
<tr>
<td>Final Project</td>
<td>- 200 points total</td>
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1000 points

Coursework

Social Media Bounty. During the course students will be given a challenge at the end of selected class sessions to solve a problem or answer a question that they will submit at the start of the next class session. The guidelines for performing or answering the challenge will be provided by the instructor and will be based on real-world circumstances and scenarios designed to give students the opportunity to apply what they have learned to industry problems.

Class Preparation. While there will not be a great deal of homework assigned in this course, students will be expected to do all the assigned reading and to actively participate in class to demonstrate that they have indeed read the texts. As determined by the instructor, students will be emailed questions designed to assess their understanding of the assigned readings. Students will be expected to submit their responses at the start of the next class period in order to receive credit. All such work will be submitted on 8-1/2 x 11 white paper in 12-point New Times Roman font.

Pitch Presentations. Throughout the course students will work together in their workgroups during class time to apply the material they have learned through the readings and from the lectures to solving real-world problems and exploring industry challenges. Students will be expected to take turns presenting as well as rotating responsibilities and tasks within their respective groups. Such class activity will provide students with experience in presenting results and ideas to stakeholders and to communicating technical and high-stakes plans and concepts to clients and peers. Students’ critical and creative thinking skills will also be stretched and improved.

Minute Papers. To test students’ ability to apply concepts, theories, and tools to industry and real-world scenarios and situations, students will be required to develop their own ideas and thoughts in response to a scenario or challenge presented by the instructor. Students should write 1-2 pages for this class-time exercise. While other aspects of classwork expect students to learn teamwork and collaborative problem-solving, this exercise asks students to draw on their own experiences and ideas.

Attendance and class participation. Since the vast majority of all learning and coursework occurs during class time, students are required to be present in class for all sessions and to participate with enthusiasm while supporting their workgroup members and fellow students in general. Students who miss a class without a medical excuse will lose points for that class session. Only students with a prior approved absence or a medical excuse will be able to make up a missed class. Students who monopolize class time or behave disrespectfully towards other students or the instructor will find themselves marked down in class time points. Students who become threatening or disruptive will be dismissed from the class with a zero.
Final Project. At the end of the course, each student will conduct and present a final project in which they will develop a proposal for an idea specific to their chosen or intended career. Each student will specify a target demographic audience to whom they will direct a social media campaign. Then based on that demographic audience they will choose an appropriate social media platform through which to conduct an advertising, marketing, public relations campaign, or in the case of journalists, through which to build an audience for their stories and drive readers or viewers to their work. Students will be provided with specific requirements and guidelines for the project development as well as for preparing for their in-class presentation.

Class Policies

Professionalism: College provides an opportunity to develop skills that are needed in career settings. Consequently, your work should be the very best you can submit. Unless otherwise noted, all written assignments should be typed, double-spaced, and conform to standard rules of English grammar, spelling, and punctuation, in APA or ASA stylized notation, but not a mixture thereof. All students should communicate respectfully with one another as well as with me. While a student is presenting their ideas, speaking up in class, or otherwise contributing, all other students are expected to be supportive and attentive. Laughing, looking at your cell phone, chatting with other students, or otherwise diverting one's focus from the main activity of the class will result in docking of points from a student’s class participation grade. Unsupported or/and harsh criticism, flippant comments, interrupting others who are presenting, and similar disrespectful and disruptive behaviors will not be tolerated and will result in lost points from the class participation grades. Students who are extremely disruptive or uncooperative in class will be ejected from the class session and given a zero for all class activities and work for that class. No make-up opportunity will be given.

Attendance and Participation: Since this course is held on campus and critical learning activities occur during each class period, activities that cannot be recreated outside of class, each student is expected to attend and to fully participate in each class session. Any unexcused absence from class will result in a zero for the attendance and participation grade as well as for any graded activities conducted in class that session, with no make-up opportunity given. A doctor's note or medical excuse will be required for a make-up. The granting of make-up work as well as the specific nature of any make-up work is at the instructor's discretion. Further, any student caught signing in for another student so as to represent them as present during any particular class session when they in fact are not will result in both students receiving zero points for any work during that class session. A second offense will result in disciplinary action being taken.

Cheating: Any students caught cheating or attempting to cheat will be subjected to the full range of UNT’s disciplinary action for academic fraud up to an including failure of the course and suspension or dismissal from the university.

Late assignments: All assignments are due on the assigned without exception unless otherwise noted. DO NOT EMAIL ASSIGNMENTS unless specifically instructed. Assignments turned in after the deadline will be considered late and will not be accepted. By accepting late work, I would be negating and minimizing the hard work of students who’ve sacrificed to ensure they’ve met the course’s requirements. Submitting quality work on time is a major requirement of every job you will ever hold; learning to properly manage your time and workload is a key life skill to learn right now. If you have difficulty managing your workload and studies as a student, then I earnestly encourage you to make an appointment with me so that I can work with you to help you develop good study skills and time management habits that will serve you well as a student and future professional.
However, real emergencies do occur and we cannot foresee them. In such a case, please contact me as soon as possible and send a thorough email describing the situation. Emergency situations will be evaluated on a case-by-case basis. The instructor's records will be the final and only determination of grades.

**Course Objectives**
After taking JOUR 4270/5330, each student will be able to meet these objectives:

- Differentiate and distinguish the most oft-used social media platforms as well as their key functions.
- Analyze the different demographic groups, audiences, and users of the most popular social media platforms.
- Analyze and navigate ethical and privacy-related concerns as well as the legal dilemmas in social media strategic communications.
- Critique and analyze the sociological and social psychological phenomena that explain and predict human behavior in social media as well as in the real world.
- Identify the key reasons why strategic social media strategies fail versus succeed.
- Identify the appropriate audience, social media platform, and message for accomplishing a given goal.
- Measure the effectiveness of an applied social media strategy or campaign.
JOUR 4270/5330

COURSE SCHEDULE AND ASSIGNMENTS

1/22  First Day of Class. Introduction, review of the course. Expectations. Break into assigned workgroups

1/29  The All-Important “Social” of Social Media.


2/12  Social Media Audiences: Calling on Cialdini. Minute Papers.

2/19  Social Media: The Tool of Tactical Communicators Pitch Presentations. Students should notify Dr. Bell of their final project idea via email by 2/25/2018.

3/5   Social Media: The Power of Connectivity Minute Papers.

3/12  SPRING BREAK—NO CLASS

3/19  Public Relations: Leveraging Social Media Pitch Presentations


4/2   Social Media to Build Audience. Pitch Presentations

4/9   Social Media Analysis & Analytics I Pitch Presentations
4/16  Social Media Analysis & Analytics II
       Minute Papers.

4/23  Social Media Crises Management. Did it Work?

4/30  (Last Day of Class) Student Presentations of Final
       Project.