



ADVT/PBRL 461/561: Social Media
School of Advertising & Public Relations
University of Tennessee
Spring 2016
HSS-64
Tuesdays & Thursdays 11:10 a.m.

Course Twitter: @461SocialMedia
Course Hashtag: #461Social

Professors

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Teaching Assistant

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Prerequisites

As an undergrad, you are required to have passed ADVT/PBRL 340 or have permission from the professor to take this course. As a grad student, you are required to have passed ADVT 530 (or graduate level research course equivalent) or have permission from the professor to take this course. *You should contact me immediately if you do not have the prereq for this course.*

Required Texts

- Deckers, Erik & Lacy, Kyle. *Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself*. 2nd edition. (Amazon costs: \$12-\$15 paperback, \$9.99 eBook)
- Schaefer, Mark. *The Tao of Twitter, Revised & Expanded Edition: Changing Your Life and Business 140 Characters at a Time*. (Amazon.com costs: \$7-\$11.35 paperback, \$9.99 eBook)
- Schaefer, Mark. *Return on Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing*. (Amazon.com costs: \$14-\$20 hardcover, \$13.99 eBook)

Other required readings may be provided on our course Blackboard site or via social media by following the course hashtag **#461Social**. Also, there will be additional readings and videos available to you via the HootSuite University website.

Course Description

This course will acquaint you with practical knowledge and analytical skills necessary to create, evaluate, and execute social media campaigns. ADVT/PBRL 461/561 will provide lectures, case studies,

assignments, and engaged activities that will help you in developing a strong social media skill set to take to future job and/or internship interviews in your respective field of study.

Course Objectives

- Provide insight about and experience with social media tools and digital technologies
- Emphasize the importance of managing online personal reputation and a business/organization's identity through social media applications
- Provide awareness of ethical, legal, and privacy issues when using social media outlets
- Stress the significance of listening to, participating in, and monitoring online conversations
- Focus on the understanding of social media marketing and the strategic decisions made prior to the implementation of social media
- Increase knowledge of the implications and need for evaluation when incorporating social media in an overall IMC campaign

Course Commitments

By enrolling in ADVT/PBRL 461/561, you are making a strong commitment to this course, your peers, your professor, and yourself. ADVT/PBRL 461/561 will present a more engaging student experience -- both inside and outside of the classroom. We will use social media tools to be interactive with one another throughout this semester. Active participation with the course Blackboard site is imperative, as you should check Blackboard each day before coming to class. All assignment details will be distributed either in class or via Blackboard. I will use the class email communication tool or the announcements feature on Blackboard for all major announcements.

The course Blackboard site will provide a full class listing of each of your blogs. (Note: Blogs from years prior are available at <http://490socialmedia.tumblr.com>). You are required follow **@461SocialMedia** on Twitter and the course hashtag of **#461Social** on applicable platforms throughout the semester. Active participation on social channels is a great way to continue the discussion of social media topics outside of class.

For the successful completion of ADVT/PBRL 461/561, you should participate in the following:

- (1) The reading of daily email newsletters provided by SmartBrief on Social Media (www.smartbrief.com/signup) and eMarketer Daily (www.emarketer.com). It is also suggested that you visit www.mashable.com each and every day as timely social media related topics are discussed. **Quizzes will be given randomly throughout the semester based on current events in social and any/all assigned readings and videos.**
- (2) The creation of and maintenance of a personal blog, as well as reading and commenting on blogs of your classmates.
- (3) A social media analysis of one's management of their online brand
- (4) A crisis simulation workshop OR content creation workshop during UTSMW*
- (5) Student presentations
- (6) A written and presented social media plan for client (team project)
- (7) THE COMPLETION OF HOOTSUITE CERTIFICATION

Graduate students enrolled in the course for graduate credit will be required to blog more frequently and work in smaller teams and/or individually on group assignments. Other assignments may be modified for more rigorous curriculum.

Attendance

Attendance is required. You should take this course as serious as you would a “real world” job. Attendance will be taken at the beginning of each class day. Being more than 15 minutes to class will count as an absence. **IT IS YOUR RESPONSIBILITY TO SIGN THE COURSE CLIPBOARD AS IT IS PASSED AROUND DURING THE FIRST 15 MINS. OF CLASS EACH CLASS MEETING.** The clipboard serves as the official class attendance record. Attendance is part of your overall participation (Assignments category) grade in this course.

There is a strict “no make up work” policy in ADVT/PBRL 461/561. You will not be able to make up work, quizzes, presentations, etc. that you miss for an unexcused absence. It is your responsibility to find out from another student what you missed while out. I will not provide this information for you. In the event that you have an unavoidable, valid reason for missing class, you are required to provide proper documentation as soon as you return. No excuses! Examples of proper documentation include details of university-sanctioned trips, athletic activities, etc. Always communicate with me if you find yourself in this position.

Deadlines & Professionalism

All assignments are due at the beginning of the class time on date specified. No late work accepted. Deadlines are key both in this course and in the career path you have chosen. Time management will be vital during extra busy times during the semester. Plan in advance.

Carefully proof all work for this class. Always type and print out assignments unless given other instruction. Also, be professional in your behavior as well. Follow the Golden Rule in this class.

Computer usage will be required for most assignments in ADVT/PBRL 461/561. On some days you will be asked to bring a laptop to complete assignments. Although we can't always prepare for emergencies, we know computers break, hard drives crash, and laptops are stolen. Computer problems will NEVER be an excuse for late work. Make sure that you are backing up all work.

CCI Diversity Statement

CCI recognizes and values diversity. Exposing students to diverse people, ideas and cultures increases opportunities for intellectual inquiry, encourages critical thinking, and enhances communication and information competence. When all viewpoints are heard, thoughtfully considered, and respectfully responded to, everyone benefits. Diversity and fairness unite us with the wider professional and global community.

Disability Accommodation Statement

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office of Disability Services at

865-974-6087 in 2227 Dunford Hall to coordinate reasonable accommodations for students with documented disabilities.

Academic Dishonesty

Just remember: “An essential feature of The University of Tennessee, Knoxville is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the University, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.”

Also: “Students shall not plagiarize. Plagiarism is using the intellectual property or product of someone else without giving proper credit. The undocumented use of someone else's words or ideas in any medium of communication (unless such information is recognized as common knowledge) is a serious offense, subject to disciplinary action that may include failure in a course and/or dismissal from the University.”

All work in this course should be ORIGINAL work of the student or student team. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course, dismissal from the program and/or dismissal from the University.

Policies on scholastic dishonesty will be strictly enforced. Scholastic dishonesty includes plagiarism, which according to Webster is “to take (ideas, writings, etc.) from (another) and pass them off as one’s own.” Therefore, handing in material written by someone else, whether it is a current or former student, or a secondary source and presenting it as your own efforts is a clear example of plagiarism. However, even an act of writing one sentence in your paper word-for-word of what someone else has written or only changing one or two words is also a form of plagiarism. If you use a direct quote, then put the statement in quotation marks and cite the author. If you use the ideas of someone else, then re-write the ideas into your own words and put the author’s name in brackets after presenting the ideas. Information taken from the Internet is no exception to this rule. In general, always try to paraphrase (write in your own words) the ideas of other people and be sure to cite their names within the body of your work. Be careful and if you are unsure, please come in and see me.

ALL WORK SUBMITTED SHOULD ONLY BE COMPLETED BY THE STUDENT(S) WHOSE NAME(S) APPEARS ON THE COVER PAGE. YOU MAY NOT “OUTSOURCE” ANY FORM OF WORK SUBMITTED TO ME FOR GRADE. This includes: writing, collecting data, conducting secondary research, doing layout and design.

IN ADDITION, ALL WORK POSTED TO YOUR GROUP’S BLACKBOARD PAGE SHOULD BE ORIGINAL WORK, COMPLETED BY YOU AND YOUR TEAM MEMBERS (unless noted otherwise). Penalty from plagiarizing in group situations may result in an individual or team penalty. Also, if a team confirms cheating from a single member of the group, that member may be “fired” from the group setting (upon permission from your instructor). At that point, the instructor and “fired” student will determine the proper course of action for the remainder of the semester given the severity of the offense. This action is at my full discrepancy.

Assignments and Grading Procedures

Grades in this course will NOT be a surprise as I use Blackboard's GradeCenter. All scores will be posted in a timely manner (typically no more than one week from submission). I welcome you to view your grades as we go through the semester. My spreadsheet is automatically set to follow your course average along as the semester progresses. The "weighted column" is provided for your viewing. This column takes into consideration all assignment values in calculating the final course average to two decimal places. Rule: You have one week from the time of posting to discuss a grade for a particular assignment. You will be scored on each assignment from 0 to 100. I utilize the U.T. plus/minus grading system.

Always remember: Professors don't GIVE grades, students EARN them!

There will be no "rounding up" for final course grades.

The following breakdown will translate your scores:

| | | | | | |
|----|----------------|----|------------|----|----------------|
| A | 92.0 and above | B- | 80.0-82.99 | D+ | 68.0-69.99 |
| A- | 90.0-91.99 | C+ | 78.0-79.99 | D | 63.0-67.99 |
| B+ | 88.0-89.99 | C | 73.0-77.99 | D- | 60.0-62.99 |
| B | 83.0-87.99 | C- | 70.0-72.99 | F | 59.9 and below |

| Category | Value |
|---|-------|
| Assignments (HW, Quizzes, Exercises, Presentations, Papers) | 37% |
| Blogging/Writing | 20% |
| Analysis of Managing Your Online Brand | 10% |
| Social Media Monitoring Assignment | 8% |
| Social Media Plan for Client | 15% |
| Social Media Presentation | 5% |
| HootSuite Certification | 5% |

You may be asked to submit peer evaluations to determine individual scores for group work assignments. For these assignments, your team will receive a score. Your individual score may later be determined by the evaluation of your participation and contribution to the overall group work.

Tentative Course Schedule

* This schedule is subject to change at anytime.

THIS SCHEDULE IS NOT AN EXHAUSTIVE LIST OF ALL READINGS AND/OR ASSIGNMENTS.

| Date | Topic |
|---|---|
| TH Jan. 14 | Welcome! Introduction to Course Order your textbooks TODAY |
| T Jan. 19 | Topic: Social Media Overview & The Digital Marketing Landscape Complete the Social Media Survey Join twitter (if need be) or go follow @461SocialMedia on twitter by 5:00 p.m. today |
| TH Jan. 21 | Topic: Blogging Basics Guest speaker: Dr. Karen Freberg, University of Louisville (Ph.D., UT) Follow on twitter @kfreberg, Karen's blog: www.karenfreberg.com Discussion of Blogging and Instructions for Blogging Assignment Reading: Appendix A in <i>ROI</i> Assignment: TWEET THANKS TO DR. FREBERG. USE COURSE HASHTAG. |
| T Jan. 26 | Topic: Paid, Earned, Owned – The PEO Model & Social Media Metrics Read "Zero Moment of Truth" pgs 1-35, posted on Blackboard |
| TH Jan. 28 | Topic: Getting Started With Hootsuite More about Hootsuite certification process Blogs must be created and completed following the instructions provided on handout by 5 p.m. today. Send your blog title and URL to Dr. Childers via email childers@utk.edu by deadline. |
| <i>**ENROLL IN HOOTSUITE UNIVERSITY when prompted. You will receive email. (LINK TO REGISTRATION IS ONLY AVAILABLE FOR 24 HOURS!) Follow @HootCampus and @Hootsuite_Help.</i> | |
| T Feb. 2 | Topic: Social Networks Part I – Facebook, Google+ Read pgs. 95-140 in Deckers & Lacy |
| TH Feb. 4 | Topic: Social Networks Part I – Facebook, Google+ (continued) Read pgs. 95-140 in Deckers & Lacy |
| T Feb. 9 | Topic: Social Networks Part II – Twitter, Snapchat Finish <i>The Tao of Twitter</i> by today's class Read pgs. 143-181 in Deckers & Lacy |
| TH Feb. 11 | Topic: Social Networks Part II – Twitter, Snapchat (continued) Due: Two-page typed reflection paper on <i>Tao of Twitter</i> (which can become a blog post) |
| T Feb. 16 | Topic: Social Networks Part III – Instagram & Pinterest COMPLETE HOOTSUITE CERTIFICATION BY TODAY – DEADLINE 5:00 PM Send me the email proof/screenshot of your certificate. |

- TH Feb. 18 **Topic: Social Networks Part IV – YouTube & Periscope**
- T Feb. 23 **Topic: Let’s talk LinkedIn & Social Media Etiquette**
 Guest speaker: Laura Mansfield (UT grad)
 Read pgs. 73-93 and 183-229 in Deckers & Lacy text
 Distribute the Analysis of Managing Your Online Brand assignment
- TH Feb. 25 **Client Visit for Introduction of Social Media Plan**
- T Mar. 1 **Topic: The BuzzFeed Effect**
 Distribute Social Media Monitoring Assignment
 Discuss Emerging Social Media Channels & Apps assignment
- TH Mar. 3 Guest speaking panel: Tombras Social Media Team
 Patrick Wells (AD grad), Hannah McCulley (PR grad), Patrick Tice (PR grad) and others
 Due: Analysis of Managing Your Online Brand assignment
- T Mar. 8 **Emerging Social Media Channels & Apps (presentations & handout)**
- TH Mar. 10 **Emerging Social Media Channels & Apps (presentations & handout)**
- T Mar. 15 SPRING BREAK
- TH Mar. 17 SPRING BREAK
- T Mar. 22 **Topic: Paid Social Placements**
- TH Mar. 24 **Topic: Video & Virality**

GET EXCITED! UT SOCIAL MEDIA WEEK 2016 IS HERE. MARCH 28-31, 2016. #utsmw16

- T Mar. 29 **UT Social Media Week 2016**
 Meet in the Scripps Convergence Lab for class.
 Social Media & Entertainment Panel
 Mike McCloud (CCI grad), Paul Jankowski (CCI grad), Erick Baker (CCI grad) and Rhett Talbert
- TH Mar. 31 **UT Social Media Week 2016**
 In lieu of class you are **required** to attend one of two certificate sessions earlier in the week:
 Monday, March 28 at 4:00 pm Digital Crisis Simulation Workshop or
 Tuesday, March 29 at 4:00 pm Content Creation Workshop
- T April 5 **Topic: Social Influence & Klout**
 Read ROI by today’s class
 Guest speaker: Author, Mark Schaefer
 Follow on twitter @markwschaefer, Mark’s blog: <http://www.businessesGROW.com>
 Assignment: Two-page typed reflection paper on *ROI* and blog post on book

- TH April 7 **Submit & Present Social Media Monitoring Assignment. Showcase your infographic.**
- T April 12 **Topic: Social Strategy & Content Calendars**
Due: Situation Analysis for Social Media Plan
- TH April 14 Guest speaker: Salesforce Social Studio demo with Adam Brown (AD grad), Executive Strategist, Salesforce.com. Meet in Scripps Convergence Lab Theatre (CCI Building).
- T April 19 **Topic: Social Media and Crisis Communication**
Read Hurricane Sandy case study on Blackboard and other readings TBD
- TH April 21 **Topic: Social Media and Crisis Communication**
Due: Objectives & Strategy for Social Media Plan
- T April 26 Team Meetings
- TH April 28 Social Media Plan Due**
Bring one hard copy to class and submit pdf to me via email childers@utk.edu
- Friday May 6 Social Media Plan Presentations to Client**