

## COMM 322: Social Media Fall 2015 | 3 Credit Hours

**Lecture:** Location: L10 G Time: T/R 3:15-4:30pm

**Text:**

- *Your Brand: The Next Media Company* by Brito
- *Likeable Social Media* by Dave Kerpen
- Additional required readings available online

The Shepherd bookstore online tool for finding best price on new, used, rentals: <http://shepherd.verbacompare.com/>

Professor: Matthew J. Kushin, PhD  
email: [mkushin@shepherd.edu](mailto:mkushin@shepherd.edu)  
Phone: 304-876-5361  
Office hours: L10K  
MW 12-2pm, or by appointment.

Recommended reading: *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World* by Gary Vaynerchuck

Course Documents & Assignments accessible on Sakai: [courses.shepherd.edu](http://courses.shepherd.edu)

### Course Overview:

The course examines the pervasive impact social media is having on our society, with specific interest in the implications and applications of social media for strategic media professionals. Focus is given to investigating the theoretical and cultural aspects of social media with an aim toward understanding how this communication form has changed our relationship between individuals, organizations, and society.

### LEAP Goals:

#2: Intellectual & Practical Skills throughout the Curriculum



### Learning Outcomes:



▪ Inquiry & Analysis ▪ Critical Thinking ▪ Oral & Written Communication ▪ Information Literacy ▪ Collaborative Work ▪ Lifelong Learning ▪ Inquiry & Analysis ▪ Critical Thinking ▪ Oral & Written Communication ▪ Information Literacy ▪ Collaborative Work ▪ Lifelong Learning

### Assessment based on ability to:

- Complete Hootsuite University certification
- Complete a semester-long project involving planning, executing, and evaluating social media for the Department of Communication at Shepherd University
- Professional group presentations.
- Meet deadlines.
- Work effectively in teams to complete projects.
- Demonstrate understanding the strategic use of new and social communication technologies for businesses and organizations and individual career advancement.
- Apply key concepts relevant to new and social media to advance understanding of how social networks are manifested in online environments.
- Utilize technology to improve critical thinking and writing
- Apply basic strategic applications of social media tools, with a focus on 4 key intertwined areas:
  - *Monitoring:* Strategies for identifying, cultivating, monitoring, and analyzing information on the social/real-time web.
  - *Metrics:* Strategies for setting goals and what to measure on social media.
  - *Optimization:* Strategic use of optimization strategies to maximize potential exposure to & engagement with communication content online.
  - *Content & Engagement:* Strategies for creating content targeted towards publics online and encouraging their engagement with organization.

[Week#] Week of	Day	Topic <i>Due assignments in bold; assigned in italics; bold / italics are assigned and completed in class.</i>	Reading Due / "To Dos"
[1] 8/24	Tues	Intro to Class and Class Project Core Concepts	To Do: If you don't have a professional Twitter account – you need it by next class. Twitter.com and sign up. Tweet #comm322 to @mjkushin. I will add you to class list. If you don't have a Google account (e.g., Gmail, Google Plus), create one.
	Thurs	SU Comm Dept Background Plan Overview; Form Teams <b>Group Contracts</b>	Your Brand - Chapter 1-2 Likeable Social Media – Ch 1 <a href="http://bit.ly/FSM_pes0">http://bit.ly/FSM_pes0</a> <a href="http://bit.ly/FSM_contentmark">http://bit.ly/FSM_contentmark</a>
[2] 8/31	Tues	Audience & Monitoring The Social Web <b>Challenge 1: Social Media Monitoring Audience (in class)</b>	Your Brand – Chapter 3 Likeable – Ch 2 <a href="http://bit.ly/FSM_27tips">http://bit.ly/FSM_27tips</a>
	Thurs	Social Media Audit <b>Research pre-test (in class)</b> <b>Social Media Audit Challenge (in class)</b> <i>Social Media Audit Report</i>	Likeable Social Media – Ch 3-4 <a href="http://bit.ly/FSM_UAlostbag">http://bit.ly/FSM_UAlostbag</a> <a href="http://bit.ly/FSM_tweetcomplaint">http://bit.ly/FSM_tweetcomplaint</a>  Example: Social Media Audit (on Sakai)
[3] 9/7	Tues	Social Media and Society <b>Participation: "Generation Like" discussion (in class)</b>	Read Likeable Social Media Ch 10-14
	Thurs	Lab Day: Attendance Required	
[4] 9/14	Tues	Brands as Media Companies; The Semester Project <i>Strategic Brief &amp; Presentation</i> <b>Social Media Audit Report</b>	Your Brand – Ch. 4-5 Likeable Social Media – Ch 5
	Thurs	Content Considerations: Categories, Calendar	Your Brand – Ch. 6, 8 <a href="http://bit.ly/socialmediapostingsched">http://bit.ly/socialmediapostingsched</a>
[5] 9/21	Tues	Planning Considerations; Lab Time <i>Case Study Paper</i>	Your Brand – Chapter 7 Likeable Social Media – Ch 10-12 <a href="http://bit.ly/FSM_cokejourney">http://bit.ly/FSM_cokejourney</a>
	Thurs	Lab Day: Attendance Required	
[6] 9/28	Tues	Final Prep (first 10 mins of class); Present Proposal; Class Discussion <b>Strategic Brief &amp; Presentation</b> <i>SU Comm Content: Time Period 1</i>	
	Thurs	Hootsuite; Influencers; Diffusion of Innovations; ½ of class is for Team-Professor Meeting (#1) <b>Team-Professor Meeting (in class)</b>	Likeable Social Media – Ch 7, 12

[7] 10/5	Tues	Digital Influence: Nuances and Pillars of Influence Influencers; lab time <i>Assign: Hootsuite University</i>	Likeable Social Media, Ch 13 <a href="http://bit.ly/FSM_hungergames">http://bit.ly/FSM_hungergames</a> <a href="http://mashable.com/2014/10/23/collaborating-influencers/">http://mashable.com/2014/10/23/collaborating-influencers/</a>
	Thurs	 ½ of class: Content #1 Presentations; Offline / Online Integration <b>SU Comm Content: Time Period 1 &amp; Presentation</b> <i>Team Evaluation #1 (in class)</i>	Hootsuite University video: ▪ Customer Service in a Social World  <a href="http://bit.ly/FSM_online2offline1">http://bit.ly/FSM_online2offline1</a> <a href="http://bit.ly/FSM_online2offline2">http://bit.ly/FSM_online2offline2</a> <a href="http://bit.ly/FSM_legalsponsor">http://bit.ly/FSM_legalsponsor</a>
[8] 10/12	Tues	Promotion plan; Social Media Metric Planning <b>Challenge – Metrics Planning (in class)</b> <i>SU Comm Content: Period 2</i>	Your Brand – Ch 9 Likeable Social Media – Ch 8  Suggested: This article offers a good view of just how much measurement is an evolving field with many perspectives: <a href="http://bit.ly/1nL7QvW">http://bit.ly/1nL7QvW</a>
	Thurs	Fall Break – No Class	
[9] 10/19	Tues	Optimizing Posting Schedules & Tracking	<a href="http://bit.ly/FSM_optimize">http://bit.ly/FSM_optimize</a>
	Thurs	Case Study Lab Assignment Day: Attendance Required <b>Case Study Paper</b> <i>Case Study Presentation</i>	You will work in groups today to build the presentation for next class
[10] 10/26	Tues	Case Study Presentations Sign up for required team/prof meetings <b>Case Study Presentation</b>	
	Thurs	Required Team-Professor Meetings #2 (debriefing & check-in moving forward); Lab Time <i>Team-Professor Meeting (in class)</i>	
[11] 11/2	Tues	 Content #2 Presentations & Discussion <b>SU Comm Content: Time Period 2 &amp; Presentation</b>	
	Thurs	Ethics, Issues, and Social media policies; Debrief with teams	BRING YOUR LIKEABLE SOCIAL MEDIA BOOK TO CLASS  Likeable Social Media – 9, 16 <a href="http://bit.ly/FSM_AmysBakingCompany">http://bit.ly/FSM_AmysBakingCompany</a> <a href="http://bit.ly/FSM_Dominos">http://bit.ly/FSM_Dominos</a>
[12] 11/9	Tues	Guest Speaker: TBD / or Dr. K on ICBO Social	
	Thurs	Theories of Social Networks: Social Capital; Strong & Weak Ties; Social Objects; Lab Time	<a href="http://bit.ly/AirBnBandUber">http://bit.ly/AirBnBandUber</a>  gr8 article on social capital, AirBnB, and Uber!  Meetings: Attendance required for full credit
[13] 11/16	Tues	Guest Speaker: TBD <i>Content #3 Presentation Sign Up</i>	

<b>Hootsuite University Education and Certification</b> <i>Hootsuite Post Survey (in class)</i>	
Thurs	Lab Day: Finalizing Projects: Work on Content #3 Reports; Required Team-Professor Meeting #3 (planning) <i>Team-Professor Meeting (in class)</i>
[14] 11/23	Tues <u>Thanksgiving Break – No Class</u>
	Thurs <u>Thanksgiving Break – No Class</u>
[15] 11/30	Tues  Content 3 Presentations; final exam review <b>SU Comm Content: Time Period 3 &amp; Presentation</b> <i>Group Evaluations #2 (in class)</i>
	Thurs  Content 3 Presentations; High-5 awards; Course Evaluation <b>Content 3 Presentation</b>

**Note:** Schedule subject to change; Readings are to be completed by the date listed below. Schedule is subject to change. All assignments due by the start of class on the due date unless specified otherwise.

**Final Exam Date & Time:** \_\_\_\_ Thursday, December 10: 3-5pm. \_\_\_\_



indicates presentation dates. If miss: May complete Optional Assignment (see below) to make up credit.

**Assignments**

Hootsuite Education & Certification (Pass/Late/Fail)	7%	
Social Media Project	53%	
Social Media Audit Report		7%
Strategic Brief & Presentation		13%
Content #1 & Presentation		8%
Content #2 & Presentation		11%
Content #3 & Presentation		14%
Participation Challenges, Team-Professor Meetings, survey participation	6%	
Social Media Case Study Paper (individual)	8%	
Social Media Case Study Presentation (in a group)	3%	
Group Evaluations (2, at 9% each)	18%	
Final Exam	5%	

**Final Grades:** Final grades will be determined with the following scale. There is no rounding:

A = 94-100%	B+ = 86-89.9%	C+ = 76-79.9%	D+ = 66-69.9%	F = 0-59.9%
	B = 83-85.9%	C = 73-75.9%	D = 63-65.9%	
A- = 90-93.9%	B- = 80-82.9%	C- = 70-72.9%	D- = 60-62.9%	

**Resources**

Department Social Media [@shepcomm](https://twitter.com/shepcomm) [instagram.com/sucomm](https://www.instagram.com/sucomm) [shepcommblog.wordpress.com](http://shepcommblog.wordpress.com)  
Dr. Kushin [@mjkushin](https://twitter.com/mjkushin)

If you are intent on studying strategic comm, you need to 1) read, and 2) be professionally active on social media. I post and share content related to school, social media, and PR.

- Lists I cultivate:
  - <https://twitter.com/mjkushin/social-media> - General Social Media News

- <https://twitter.com/mjkushin/shep> - Shepherd and local – play your cards right and you might end up on this list!
- <https://twitter.com/mjkushin/strategic> - PR, marketing, etc., w/ a bend toward new media.

### Course Policies

**Participation Grade:** A portion of your grade comes from participation. These are not “free” points distributed to students just for showing up. They must be earned. This grade is calculated based on various “participation challenge” assignments I will assign throughout the semester, general participation in classroom discussion and evidence of preparation (e.g., attending class having completed the readings), and the student’s contribution to a productive, inclusive and respectful educational environment for the professor and fellow students.

**Team Participation Challenges:** There will be in-class team ‘participation challenge’ assignments. They are graded out of 5 points.

They will be graded on either 1) how well the group addresses the overarching “problem question” or 2) 1 question will be chosen at random from the assignment to be graded.

- 5 points= All questions complete & thoroughly done. Great work.
- 4 points= 1-2 questions not completed or work is good but does not properly address questions, issues.
- Less than 4 – Greater effort needed; work is not serious; incomplete.

### Attendance, Being On Time, & Leaving Early:

Department Attendance policy: 3 unexcused absences permitted, full grade deduction for each absence thereafter, and 5 or more is automatic F. Attendance will be taken every class.

You MUST attend your classes regularly and engage in the requirements for each class; otherwise, your financial aid may be revoked either partially or in full. This would result in an amount due by you to the University immediately. Please refer to [shepherd.edu/faoweb](http://shepherd.edu/faoweb) for more details. If you know you will be missing classes – work with me ahead of time. High-fives will be given to students who miss no more than 2 classes at the end of the semester; two-handed high fives for students who miss no classes.

Class participation is important for the success of the class and to your success. You are expected to attend class regularly and on time and to stay for the duration of class. Students who arrive more than 5 minutes late or leave lecture before it is complete without notifying the instructor prior to the start of class will receive a reduction in their overall attendance & participation grade. Do not expect a warning or notification of grade reduction.

**Classroom Environment:** Play (mp3 players, games on handheld devices, etc), reading non-course related materials, or working on assignments for other classes is distracting. We’re all here to learn and people pay a lot of money for their education. Use of Internet devices to take notes & gather information to inform classroom discussion is strongly encouraged. But browsing & social interaction are not so please minimize use during class. If your use of any device becomes disruptive, it will negatively impact your participation grade. Although I may speak with you about this, do not expect a warning prior to reduction nor for the instructor to inform you that your grade has been reduced. If your ringer goes off during class, please turn it off. If you feel the call may be an emergency, please step out of class.

**Make-up Exams:** Make up exams will be offered only once per student with proper documentation (e.g., doctor’s note) of absence and will be evaluated on a case-by-case basis. Make-up exams will be offered during office hours and must be complete by the end of the same working day the student returns to class. Make up exams will not be offered beyond 2 weeks after it is scheduled on the syllabus.

**Late assignments:** Late means turned in ANYTIME AFTER the end of scheduled class time on the due date. 2 minutes late and 2 hours late are treated equally. Late assignments will be accepted for a 20% reduction in grade (except participation challenges – which may be turned in for 50% credit). Late assignments will not be accepted beyond 1 class period late. Students are responsible for remembering to turn in assignments (online for major

papers) or in person prior to end of class on the due date. In the rare case that a student is not able to attend class on the date an assignment is due, the student may submit the assignment electronically BEFORE the end of class on the assigned day for full credit. If you are having email/internet issues, you can fax it to the communication department or slide it under Dr. K's office door. There will be no exceptions to the late assignment policy.

**Email & Electronic Communication Agreement:** I will prioritize & make every effort to respond to communications sent during virtual office hours ASAP. However, for electronic communication occurring outside of established Office Hours:

- ❖ Students can expect to get a response to an email from me within 48 hours of sending it, often much sooner. If you don't hear from me within 48 hours, send a polite reminder.
- ❖ If you send me an email or any other electronic communication and I do not respond to it, then I did not receive it. You will always get a response from me if I received something.
- ❖ Students should not expect responses on weekends or after 6pm.
- ❖ Email subject lines should include: Class Title & Your name. e.g., "Comm 2000 – Jane Doe"
- ❖ In case of real emergency needing response ASAP, add "[emergency]" to subject line. Don't abuse this!

**Academic Dishonesty.** Each student in this course is expected to abide by the Shepherd University Academic Integrity Procedures found in the Shepherd University Student Handbook (<http://www.shepherd.edu/students/studenthandbook.pdf>).

By submitting academic work, students warrant that the work is their own and that unauthorized materials or resources were not used. Plagiarism, fraud, unauthorized use of resources—cheating in all its forms is not tolerated. All members of the Shepherd community are responsible for maintaining their own academic integrity and for reporting suspected academic dishonesty.

Plagiarism is the act of stealing and using, as one's own, the ideas of another or the written expression of the ideas of another. Students guilty of academic dishonesty in any course will receive sanction from the course instructor and may face sanctions by the University, particularly if there is a second reported offense. Sanctions may include dismissal from the University. In this course you will fail any assignment you plagiarize on. Additional sanctions may be taken at the discretion of the instructor including but not limited to reporting the incident to the proper university authorities.

**Publication:** The department of communication has the right to record, file, broadcast, webcast and publish, through any means necessary, any or all other means of distributing student production work in perpetuity. COMM maintains an archive of material that we may webcast, broadcast, show in theaters and use for the promotion of the department and its students. Any monetary gain made by the department will be used only for the development of the program, and student wellbeing. The students who produce the work also maintain the rights to use their work as they see fit, and are liable for that usage.

**Disability Support Services:** Disability Support Services (DSS) at Shepherd University facilitates equitable access for every student who self-identifies as having one or more disabilities. Students requesting any disability related accommodation should contact the Director of Disability Support Services in Student Center room 124 or at 304-876-5689. This includes students with disabilities who require academic accommodations, students requesting specific housing accommodations for health-related reasons, and all other disability accommodations. Accommodations must be documented, and accommodation letters from the DSS office must be provided to instructors. For additional information please see <http://www.shepherd.edu/mcssweb/dss/default.html>.