

PREL3320 – Strategic Social Media Communication

Instructor: Dr. Mark Tremayne
Class Time: MWF 1 – 1:50 p.m.
Office Hours: MW: Noon to 1 p.m.
Office Location: FAB 330
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Required Texts/Readings:

Kelly, David (2016): Social media: Strategies to Mastering your Brand - Facebook, Instagram, Twitter and Snapchat. CreateSpace publishing.

HootSuite University online readings, videos, etc.; other readings as assigned.

Recommended Texts:

Vaynerchuk, G. (2013). *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World*. Harper Collins: New York.

Orsburn, E.M. (2012). *The Social Media Business Equation*. Course Technology (Cengage Learning): Boston, Mass.

Baer, J. (2013). *Youility: Why Smart Marketing is about Help, not Hype*. Penguin Group: New York.

Recommended Blogs:

www.mashable.com
www.socialmediaexaminer.com
www.prdaily.com
<http://socialmediatoday.com/>
<http://socialfresh.com/>
<http://sosshable.com/>

Required Supplies:

- You also will need to bring a smart phone, laptop, or tablet to most class periods.

Course Description:

Strategic Social Media Communication is designed to teach students methods for applying public relations strategies to the practice of social media. The course will include an understanding of various social media platforms, and in order to keep up with the latest information in a dynamic and evolving industry, the course will feature a variety of guest speakers who currently work in social media. The goal of the course is to provide students with an understanding of how individuals and organizations can benefit from the strategic use of social media. Topics to be covered will include: the current and future state of social media; social media strategies and content; legal and

ethical considerations; social media crises; and measurement and evaluation techniques. In addition to individual assignments, students will work in teams to plan and develop a social media campaign for an actual client. Students also will participate in HootSuite University learning modules and have the opportunity to earn HootSuite Certification free of charge.

Learning Outcomes/Goals:

Upon completion of this course, students will be able to:

- Demonstrate knowledge of a variety of social media platforms;
- Demonstrate knowledge of social media policies;
- Demonstrate knowledge of ethical practices in social media;
- Demonstrate an understanding of public relations strategies and their application within the context of social media;
- Demonstrate an understanding of evaluation and measurement techniques for social media;
- Demonstrate the ability to actively and strategically participate in social media platforms;
- Demonstrate the ability to plan and develop a social media campaign for a real-world client; and
- Demonstrate strategies for managing multiple social media accounts while also becoming HootSuite certified.

COURSE CONTENT

INDIVIDUAL ASSIGNMENTS

Throughout the semester, the instructor and guest speakers will share their knowledge of social media best practices, tips and tricks. During these presentations, each student is expected to participate in a ***Live Twitter Backchannel***. The term "backchannel" refers to online conversations about a conference topic or guest speaker. You will use the speaker's Twitter name/handle and the class hashtag **#PREL3320** throughout each backchannel activity. Students will participate in an ***Original Content Creation Assignment*** as part of an in-class project. Students also will take several ***quizzes*** throughout the course. These quizzes will be based on the reading materials assigned for that class period. Students also will present a ***Social Media Tip of the Day***.

Each student will be enrolled in and expected to participate in ***HootSuite University***. HootSuite is a social media tool that helps manage multiple social media platforms. As part of this assignment, students will complete HootSuite University modules that include watching videos, assigned readings, workbook activities, quizzes and the HootSuite certification exam.

GROUP ASSIGNMENTS:

Groups of students (approximately 4 to a group) will work together on a social media takeover which will include a ***class Twitter feed and Facebook page (an additional social media platform may be added)***. During that time, students will be responsible for maintaining the class Twitter feed and Facebook page and expected to post appropriate and relevant social media news and information. ***Although groups***

will be assigned to do this project together, students will be graded both on the group's effort and the quality and quantity of each individual group member's posts.

Groups of students (approximately 4 to a group) will work together to develop a **social media plan** on behalf of a real-world client (as assigned). This will involve research and meeting with the client.

Each student will fill out an in-depth **peer evaluation** for each group member. The results of these peer evaluations will make up 20% of each student's **final grade in the course**. Students will be asked to evaluate both the quality and quantity of work contributed by each group member to the social media plan. **NOTE: You will remain with the same group for both the social media takeover and the social media plan.**

GRADING

Students are expected to keep track of their performance throughout the semester and seek guidance from available sources (including the instructor) if their performance drops below satisfactory levels. ***Your final letter grade in this course will be based upon the following formula:***

Individual Assignments

•Live Twitter Backchannels, Social Media Tip of the Day, Original Content Creation, quizzes	30%
•HootSuite Certification	10%
•Peer Evaluation	20%

Group Assignments

•Social Media Plan & Presentation	20%
•Social Media Takeover	20%

TOTAL	100%
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A= 100-90 B= 89-80 C=79-70 D= 69-60 F= 59 or below

COURSE POLICIES

OVERALL COURSE EXPECTATIONS

All students are expected to be in class on time. This is a group-learning environment—I encourage students learning from other students, so please come to class with ideas, comments, etc. In addition, cell phones, tablets, laptops and other electronic communication devices are encouraged, **as long as you are using them to become engaged in the course material**. This will be an intense class and include lots of hands-on learning outside of the classroom. *You will be learning by trial and error and sometimes making mistakes. That is OK! We learn from mistakes. Therefore, don't be afraid to try new things, take risks, and be creative!*

ATTENDANCE

You are expected to attend every class and be prepared and ready to participate. You will get out of the course, what you put into it! You also will be working on a team project most of the semester; therefore, it is important that you take the opportunity to meet with your team members during allotted class time. **IF YOU MISS IN EXCESS OF THREE CLASS PERIODS, YOUR FINAL GRADE WILL BE REDUCED BY ONE FULL LETTER GRADE.** There will be no excused or un-excused absences – period! If you are absent (and/or late to class) you are absent!!

ARRIVING TO CLASS LATE OR LEAVING EARLY

Attendance will be taken each day at the beginning of class. *I will take attendance within the first 5 minutes of class and if you are not there at that time, you will be counted as absent.* Likewise, if you leave class early without clearing it with me beforehand you will be counted as absent. PLEASE NOTE: Tardiness (particularly when it is habitual) and/or leaving early (when it is habitual) is DISRESPECTFUL and DISRUPTIVE to the entire class.

LATE WORK POLICY

All assignments are to be completed and handed in according to set deadlines. **No late work will be accepted! Any assignment turned in late or completed after the deadline will receive a zero.**

WRITING PROFICIENCY

Writing proficiency is required in PREL 3320 and must be demonstrated on a professional level. You will write NUMEROUS assignments during the semester. **All written work will be graded on both content and writing including grammar and spelling.**

DROP POLICY

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. It is the responsibility of the student to initiate the drop policy. Students need to go to their “major” department to drop a class. For example, if you are a communication major, and you want to drop a math class, you need to go to the communication department to drop your class. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wwwb.uta.edu/ses/fao>).

AMERICANS WITH DISABILITIES ACT

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the *Americans with*

Disabilities Act (ADA). All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

STUDENT SUPPORT SERVICES

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.

ACADEMIC INTEGRITY

All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence. I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

Instructors may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

ELECTRONIC COMMUNICATION

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. **All students are assigned a MavMail account and are responsible for checking the inbox regularly.** There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

STUDENT FEEDBACK SURVEY

At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

FINAL REVIEW WEEK

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

EMERGENCY EXIT PROCEDURES

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

SCHEDULE TO BE DISTRIBUTED SEPARATELY