PREL3320 – Strategic Social Media Communication

**Spring 2019**

**Instructor:** Dr. Mark Tremayne

**Class Time:** MWF 1 – 1:50 p.m.

**Office Hours:** MW: 10-11 a.m.

**Office Location:** FAB330

**E-mail:** [tremayne@uta.edu](mailto:tremayne@uta.edu)

**Faculty Profile:** https://www.uta.edu/profiles/mark-tremayne

**Follow my Twitter:** @marktremayne

**Required Texts/Readings:**

Social Media: Strategies to Mastering your Brand by David Kelly, 2016.

HootSuite University online readings, videos, etc.

Other readings as assigned.

**Recommended Texts (not required):**

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

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

# [Vaynerchuk](http://www.amazon.com/Gary-Vaynerchuk/e/B001JP7NBE/ref=dp_byline_cont_book_1), G. (2013). *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World.* Harper Collins: New York.

**Recommended Blogs:**

[www.mashable.com](http://www.mashable.com)

[www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)

[www.prdaily.com](http://www.prdaily.com)

<http://socialmediatoday.com/>

**Required Supplies:**

• You also will need to device for posting to social media frequently.

**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. Students will also be using HootSuite University learning modules.

**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

**Course Content**

**Individual Assignments**

1. Each student will choose (or create new) one of their own social media accounts to develop throughout the semester to market themselves.

2. Throughout the semester, several guest speakers will share their knowledge of social media best practices, tips and tricks. During these presentations, each student is expected to post at least once on at least one of your social media accounts. You will use the speaker’s Twitter name/handle and the tags @UTArlington and **#PREL3320** with your posts.

**GROUP ASSIGNMENTS:**

1. Groups of students (3 or 4 to a group) will work together to develop a ***social media critique & plan*** on behalf of a group or organization. The group will assess the existing social media presence of the group/organization and develop a plan for improvements going forward.

2. Groups of students (3 or 4 to a group) will work together to promote a campus or other local event with the class Twitter feed, Facebook page, Instagram and SnapChat accounts. During that time, students will be responsible for maintaining the social media accounts and expected to post appropriate and relevant social media news and information related to the chosen event. While it should be engaging and even fun, let’s keep this content clean (appropriate language and audio/visual content) and professional. Each student will also fill out ***peer evaluations*** for each group member.

**Attendance**

At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students’ academic performance, which includes establishing course-specific policies on attendance. For this class attendance and participation is worth 10% of your total course grade. If you have scheduling conflicts which will keep you from being here it will negatively impact your grade. I will keep track of absences. I don’t need to hear about why you are missing class unless 1) it’s for a religious holiday (must alert me in advance) 2) a medical problem (please alert me before class via email and have documentation later) or 3) it’s for another University event that allows for absences. Regular class attendance is necessary to keep up with assigned readings, lectures, and assignments. Excessive lateness will also result in lower grades. Lateness is disruptive to the entire class. Please come on time.

**Major Assignments and Grade Breakdown**

**Grade scale: Graded items**

90 – 100 **A** Individual assignments (20% of course grade)

80 – 89 **B** Group assignments (35% of course grade)

70 – 79 **C** Midterm exam (15% of course grade)

60 – 69 **D** Final exam (20% of course grade)

0 – 59 **F** Attendance and participation (10% of course grade)

**Extra Credit:** Communication related events, up to a maximum of 3, are good for an additional 10 points added to your participation grade (it can exceed 100). Send me, via email, a selfie of yourself at the event with other attendees/speakers in the background. Here are two events eligible for extra credit (others will be announced throughout the semester).

Sep. 7, 7:30 p.m., Texas Hall Lou Diamond Phillips, actor, producer, UTA grad.

Mavs Speaker Series, get tickets (free) at

http://www.utatickets.com/

Oct. 24, Bluebonnet Ballroom: From 8:30 a.m. to 1 p.m., multiple

University Center events for Communication students to learn

how to get a career in your field

**Expectations for Out-of-Class Study**: Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, completing group assignments, preparing for exams, etc.

**Make-up Exams**: Make sure you don’t miss exams as I rarely allow make-ups and only in extenuating circumstances.

**Grade Grievances**: Any appeal of a grade in this course must follow the procedures and deadlines for grade-related grievances as published in the current undergraduate catalog: <http://wweb.uta.edu/catalog/content/general/academic_regulations.aspx#10>

**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. 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://wweb.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](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

**Title IX Policy:** The University of Texas at Arlington is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated.*For information regarding Title IX, visit* [www.uta.edu/titleIX](http://www.uta.edu/titleIX) or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or [jmhood@uta.edu](file:///C:\Users\tremayne\Dropbox\jmhood@uta.edu).

**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.

**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](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://www.uta.edu/resources).

**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>.

**Campus Carry:** Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

**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.

**Emergencies and 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 stairwell. 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 individuals with disabilities.

Put this UTA police emergency number in your phone: (817) 272-3003

Read here for UTA police advice on what to do if there’s an active shooter emergency: https://police.uta.edu/activeshooter

**The IDEAS Center (**2nd Floor of Central Library) offers **free** tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor email [IDEAS@uta.edu](mailto:IDEAS@uta.edu) or call (817) 272-6593.

**Writing Center.** **:** The Writing Center, 411 Central Library, offers individual 40 minute sessions to review assignments, *Quick Hits* (5-10 minute quick answers to questions), and workshops on grammar and specific writing projects. Visit [https://uta.mywconline.com/](https://owa.uta.edu/owa/luket@exchange.uta.edu/redir.aspx?C=jqplelmmw0KcvkWv1pRv_rHS8ofUUtFIXl_CWZTLffEmCPyZf3x4ncUbBmD9p3gSPROCbhSJj7U.&URL=https%3A%2F%2Futa.mywconline.com%2F#_blank) to register and make appointments. For hours, information about the writing workshops we offer, scheduling a classroom visit, and descriptions of the services we offer undergraduates, graduate students, and faculty members, please visit our website at [www.uta.edu/owl/](http://www.uta.edu/owl/).

PREL 3320

Strategic Social Media

**SCHEDULE**

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|  | Week starting: | Topics | Reading |
| Week 1 | Jan. 14 | Course Intro  What are social networks? | Chapter 1 |
| Week 2 | Jan. 21 (no class Monday, MLK) | What are social networks?  Facebook | Chapter 2  Turn in Assignment 1 on Aug. 27 |
| Week 3 | Jan. 28 | Twitter | Chapter 3 |
| Week 4 | Feb. 4 | Instagram/LinkedIn | Chapter 4 & 6 |
| Week 5 | Feb. 11 | Pinterest/Snapchat | Chapter 5 & 7 |
| Week 6 | Feb. 18 | Communicating effectively with social media  (Group project 1 presentations) | Hootsuite social media modules |
| Week 7 | Feb. 25 | Emerging Social Networks  (Group project 1 presentations) |  |
| Week 8 | March 4 | Youtube, Facebook Live, Periscope & being live  (Midterm Wednesday, Oct. 17) | Chapter 9 |
| BREAK | March 11-15 | SPRING BREAK |  |
| Week 9 | March 18 | Exams returned  Guest Speaker  Group Project 2 Assigned |  |
| Week 10 | March 25 | Podcasting as narrowcasting | Chapter 10 |
| Week 11 | April 1 | Hootsuite & managing social media accounts |  |
| Week 12 | April 8 | Pitfalls of social media | Chapters 11 |
| Week 13 | April 15 | Social media strategies |  |
| Week 14 | April 22 | More Strategies & Group work day |  |
| Week 15 | April 29 | Group presentations |  |
|  |  |  |  |
| FINALS | May 10 – Friday, 11 am | Final Exam |  |

“*As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course.” –Mark W. Tremayne*

**Emergency Phone Numbers**: In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911.