



Middlesex Community College New Media Studies Center Initiative

Course: COM*120 Social Media

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April 3, 2014

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COM*120, Fall Semester

This course will introduce students to various forms of social media and how to use them strategically. Students will learn about leading social media platforms and tools, who uses them, and how they have transformed the way we interconnect and interact with the world, both personally and professionally. Students will be expected to apply their knowledge by participating on different social media platforms through interactive class projects.

- Identify major social media platforms and the role they play
- Create content for various social media platforms
- Create and maintain a blog using a common blogging platform
- Use social media strategically and professionally
- Have an online presence for their job search

Grading is based on:

500 points	Weekly Assignments
250 points	Open Book Quizzes
100 points	Class Participation/Discussion Leader
<u>150 points</u>	<u>Final Project</u>
1000 points	Total

Office hours by appointment

Supplemental readings as assigned



Class Policies

Weekly Assignments:

Each student will be responsible for creating and maintaining a public blog on social media on WordPress. Students are expected to publish all weekly assignments to their blog. These activities are posted to students' blogs to show their competence of social media practices. Students may use their real name or develop an anonymous online persona.

All in-class and homework assignments are due on the due dates listed in the course schedule to receive full credit. Late assignments will not be accepted unless extraordinary circumstances warrant.

In this course, students will be required to open social media accounts on Twitter, LinkedIn, Tumblr, and others. Students may use their real name or develop an anonymous online persona on these accounts.

Class Participation/Discussion Leader:

It is important you come to class prepared by reading the assigned book chapter and/or news articles. Additionally, each student will serve one week during the term as a Discussion Leader. Discussion Leaders will be responsible for getting the conversation started in class that week. They will do so by finding news article about social media industry trends and share their thoughts with the class. Major newspapers or web sites such as Mashable, The Huffington Post, and TechCrunch are recommended for news about social media industry trends. A supplementary handout further details the assignment.

Open Book Quizzes:

There will be 10 multi-choice open book quizzes throughout the semester. The lowest quiz grade will be dropped.

Final Project:

There are two options for the final project in this course: creation of a social media campaign or a social media case analysis. Both projects give students the

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opportunity to deepen their knowledge of a particular area or aspect of social media and apply course concepts in a manner that suits their own interests and goals. For the case analysis, students will analyze a social media campaign. For the social media campaign creation, students will choose a real-life client and design a social media campaign. Both projects require a written paper and presentation. A supplementary handout further details the assignments.

Make-Up Policy:

There will be no make-ups for in-class assignments, homework assignments, Discussion Leader, the final project, or quizzes unless arrangements have been made ahead of time. However, the instructor will drop the lowest quiz grade at the end of the semester. There will also be bonus assignments throughout the semester designed as a way to make up for some lost points should outside challenges arise that prevent assignments from being done on time.

Cell Phones, Laptops and Tablets:

Please place your phone on vibrate or silent and put it away before you enter the classroom. Feel free to take notes with your laptop or tablet, but do not use it for any non-COM 120 purposes during class time. Students who violate this policy will be not be allowed to use their laptops or tablets in class.

Additional Syllabus Information:

For information about the college's policies and procedures regarding academic honesty, accessibility/disability services, attendance, grade appeals, plagiarism, religious accommodations, weather/emergency closings, and more, please go to the following website:

www.mxcc.edu/catalog/syllabus-policies/





Platforms Used:



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Course Schedule

Week 1: Class Introduction & Expectations

Week 2: Overview of Social Media

Creating social media profiles

Week 3: Blogging

Bloggng & search engine optimization

Week 4: The Role of Social Media

Strategic planning & location-based apps

Week 5: Psychology of Social Media

Social consumers & Generation Like

Week 6: Community Management

Digital communities & social influence

Week 7: Using Social Media Professionally

Social community & LinkedIn

Week 8: Social Media Policies

Social media policies & freedom of speech

Week 9: Crafting Your Online Voice

Social publishing & branding yourself

Week 10: Social Entertainment

Social entertainment

Week 11: Social Commerce

Social commerce & reviews

Week 12: Social Media Research & Measurement

Social media for consumer insights

Week 13: Social Media in the Real World

Social media metrics

Week 14: Copyright & Privacy Issues

Copyright & privacy issues

Week 15: Case Studies in Social Media

Case study/campaign exploration & guest speaker

Week 16: Final Projects

COM*120 Social Media Course Outline Fall 2014

Any changes to the following course outline will be announced in advance. Readings must be completed **before** the class for which they are assigned. All readings can be found on BlackBoard under *Supplemental Readings*.

Class Introduction and Expectations

Thursday, Aug. 28: Learn what the class is all about and what is expected
In Class Work: Student contracts and social media jeopardy
Homework: None
Read: Chapter 1 in textbook, "The True Power of Instagram and How to Harness It", "This Brand Hired a 16-Year-Old to Build It's Following on Snapchat" and "10 Moments on Twitter That Will Go Down in History"
for September 2

Overview of Social Media

Tuesday, Sept. 2: The Horizontal Revolution: Brief overview of social media and the different uses of popular platforms
In Class Work: Blog creation
Homework: "A Day in Your Digital Life" blog post **due September 4**

Thursday, Sept. 4: Creating social media profiles
In Class Work: Chapter 1 quiz, Twitter account creation
Homework: Twitter assignment **due September 11**
Read: "Sure, You Can Ignore Google Plus (If You Don't Care About Search or Authority)" and "How to Use Pinterest to Drive More Traffic to Your Blog" **for September 9**

Blogging

Tuesday, Sept. 9: How social media and blogging are connected
In Class Work: Pinterest account creation
Homework: Domino's Pizza reaction **due September 11**

Thursday, Sept. 11: Search engine optimization
In Class Work: Google+ account creation
Read: Chapter 2 in textbook, "How the @-Mention Took Over Social Networks" and "How the Feed Changed the Way We Consume Content"
for September 16

The Role of Social Media

Tuesday, Sept. 16: Strategic planning with social media
In Class Work: Learn SWOT Analysis
Homework: SWOT Analysis **due September 18**

Thursday, Sept. 18: Location-based services
In Class Work: Chapter 2 quiz, Foursquare account creation
Homework: Foursquare assignment **due September 25**
Read: Chapter 3 in textbook and "I'm 17 and It's All About Brand 'Me'" **for September 23**

Psychology of Social Media

Tuesday, Sept. 23: Social consumers
In Class Work: Snapchat group work

Thursday, Sept. 25: Generation Like
In Class Work: Chapter 3 quiz, viewing of *Generation Like*
Homework: Reflection of Generation Like **due September 30**
Read: Chapter 4 in textbook, "The Best Times to Post On Social Media", "6 Brands That Will Have You Rethinking Your Social Media Marketing Strategy", and "HOW TO: Deal With Negative Feedback in Social Media" **for September 30**

Community Management

Tuesday, Sept. 30: Digital communities
In Class Work: Facebook for Business
Homework: Negative scenario theory **due October 2**

Thursday, Oct. 2: Social Influence
In Class Work: Chapter 4 quiz, Klout account creation
Read: Chapter 5 in textbook, "What Every College Student Should Post on LinkedIn", "5 Reasons You Need to Be on LinkedIn Even When You Have a Job", "They Loved Your G.P.A. Then They Saw Your Tweets" and "The Online Activity That's Keeping You Unemployed" **for October 7**

Using Social Media Professionally

Tuesday, Oct. 7: Social community
In Class Work: LinkedIn profile creation
Homework: Brand fan promotion **due October 9**

Thursday, Oct. 9: LinkedIn
In Class Work: Chapter 5 quiz, viewing of *Inside LinkedIn*, LinkedIn photo shoot, job or internship search with social media
Read: "Creating a Social Media Policy", "How to Write a Social Media Policy to Empower Employees", "5 Noteworthy Examples of Corporate Social Media Policies", "Even if It Enrages Your Boss, Social Net Speech Is Protected" and "Social Media Free Speech Rights Complicated for Workers" **for October 16**

Updated 11/10/14

Social Media Policies

Tuesday, Oct. 14: Professional Day: No class

Thursday, Oct. 16: Social media policies and freedom of speech
In Class Work: Class discussion of freedom of speech, social media policy research
Homework: Social media policy critique **due October 21**
Read: Chapter 6 in the textbook and “Five Key Elements in Writing High Quality, Engaging Content” **for October 21**

Crafting Your Online Voice

Tuesday, Oct. 21: Social publishing
In Class Work: Master editorial calendar
Homework: Listen to “Social Smithing – How to Find Your Social Media Voice” **due October 23**

Thursday, Oct. 23: Branding yourself
In Class Work: Chapter 6 quiz, About.Me tutorial
Read: Chapter 7 in textbook, “TV and Social Media: A Second Screen Investigation”, “How Social Games Are Changing the World” and “26 Ways to Market Your Business With Tumblr” **for October 28**

Social Entertainment

Tuesday, Oct. 28: Social entertainment
In Class Work: Instagram group work
Homework: Social game examples **due October 23**

Thursday, Oct. 30: Tumblr
In Class Work: Chapter 7 quiz, Tumblr account creation
Homework: Tumblr assignment **due November 6**
Read: Chapter 8 in textbook and “Online Reviews Can Benefit Shoppers and Retailers Alike” **for November 4**

Social Commerce

Tuesday, Nov. 4: Social commerce
In Class Work: Social shopping activity

Thursday, Nov. 6: Ratings and reviews
In Class Work: Chapter 8 quiz, writing online reviews
Read: Chapter 9 in textbook, “5 Social Media Metrics That Your Business Should Be Tracking” and “A Super-Duper Easy Google Analytics Guide” **for November 11**

Social Media Research & Measurement

Tuesday, Nov. 11: Social media for consumer insights

In Class Work: Social media audit

Homework: YouTube brand mentions **due November 13**

Thursday, Nov. 13: Google Analytics

In Class Work: Chapter 9 quiz, Google Analytics set up

Read: Chapter 10 in textbook, "50 Social Media Case Studies You Should Bookmark," and "Who Are You, Really?" **for November 18**

Social Media in the Real World

Tuesday, Nov. 18: Social media metrics

In Class Work: Retargeted online ads

Homework: Hershey Bliss assignment **due November 20**

Thursday, Nov. 20: Facebook

In Class Work: Chapter 10 quiz, Facebook Ads group work

Read: "Understanding Image Copyright", "Social Media and Fair Use: Pinterest as a Case Study", "Privacy issues in Social-Networking Sites" and "Who Really Owns Your Photos in Social Media?" **for November 25**

Copyright & Privacy Issues

Tuesday, Nov. 25: Copyright and privacy issues

In Class Work: Privacy control tune up

Homework: Copyright infringement paper **due December 2**; Select company for final project **for December 2**

Thursday, Nov. 27: Thanksgiving: No class

Case Studies in Social Media

Tuesday, Dec. 2: Case study/campaign exploration

In Class Work: Case study/campaign exploration

Homework: Work on final project

Thursday, Dec. 4: Social media guest speaker

In Class Work: Pizza party with a social media professional

Homework: Work on final project

Final Projects

Tuesday, Dec. 9: Final projects

Tuesday, Dec. 16: Final exam period 4:30-7 p.m.

COM*120 Social Media Final Project

There are two options for the final project in this course: creation of a social media campaign or a social media case analysis. Both projects give students the opportunity to deepen their knowledge of a particular area or aspect of social media and apply course concepts in a manner that suits their own interests and goals. For the case analysis, students will analyze a social media campaign. For the social media campaign creation, students will choose a real-life client and design a social media campaign. Both projects require a written paper and presentation. Students have the options of working in groups.

Important Dates

November 18 – Read “[50 Social Media Case Studies You Should Bookmark](#)” for ideas for case studies

December 2 – project proposal due (16.62 points)

December 2 – class time to work on projects

December 9 – projects due & presentations (final project is 150 points)

Option #1: Case Study Analysis

This assignment gives students the opportunity to apply the concepts learned in this course to analyze a real-world scenario. This scenario will illustrate the importance and implications of the various roles and functions of social media. Through this assignment, students will be better able to understand and analyze social media strategies.

Content

This final paper is an in-depth case analysis of an organization’s social media strategy. You may choose to write about a successful campaign or a not-so-successful campaign. You will evaluate whether, and in what ways, the campaign was effective or not. Your analysis should include the following:

- **Summary.** Briefly summarize the situation described in the case.
- **Audience.** Who is the company talking to? Is it clear what demographic they are trying to reach? Did the company conduct any research to support which audience to target?
- **Goals.** What is the goal(s) that the company is trying to achieve? Were these goals appropriate to the situation? Why or why not?
- **Tactics.** Briefly describe the tactics used to pursue the stated goals. Include any themes or key messages, strategies, and use of media. Were these tactics appropriately chosen? Why or why not?
- **Measurement.** How are the results being measured? Were all of the goals measured appropriately? Why or why not? Do you have any suggestions for other methods of evaluation?

Presentation

To receive full credit for this project, you must give a short presentation on your findings. The presentation **MUST** be under 5 minutes. Points will be deducted if you exceed the limit.

Format

Case study analyses must be written according to MLA style requirements. Case study analyses should be written in essay format. Your paper must be 2-3 pages long. Any reference materials used beyond the textbook must be cited according to MLA guidelines.

Option #2: Social Media Campaign

In this assignment, students are charged with developing social media strategy for a real client. Students will write the plan, but are not required to execute the plan for a grade.

Content

In this final paper, you must identify a real client that is need of a social media campaign. You must research and design a social media campaign around the goals of your client. The campaign should include the following:

- Situation Analysis
- Objectives
- Target Audience
- Strategy & Tactics
- Timetable
- Budget
- Evaluation

Format

Campaigns must be written according to MLA style requirements. Your paper must be 2-3 pages long. Any reference materials used beyond the textbook must be cited according to MLA guidelines. See Chapter 2 and Appendix in the textbook for format.

Presentation

To receive full credit for this project, you must give a short presentation on your campaign. The presentation **MUST** be under 5 minutes. Points will be deducted if you exceed the limit.

Grading

Both final projects will be graded on:

- Completeness of assignment (all questions answered, all required information)
- Degree of insightfulness that demonstrated understanding
- Adherence to MLA style with proper grammar and punctuation
- Clarity, professionalism, and length of presentations