Advanced Social Media
JRSM 4910-M50
Spring 2018

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COURSE REQUIREMENTS

CATALOG DESCRIPTION
Advanced skills in social media content creation, apps, and analytics. Emphasis on messaging strategies for news and strategic communication. Evaluation of capabilities and tactics for existing and emerging media platforms.

Social media has altered how journalists and persuasive communication professionals do their jobs and how we communicate. We will be using many apps and social platforms to produce and curate content and interact with our audiences. It's important to note that particular sites like Twitter, Facebook, and Snapchat may come and go in this fast-changing environment, but the need for high quality digital content is a constant. Ultimately, this course will help you apply the core values of journalistic and strategic media practice to new media forms in productive, creative, and intelligent ways.

PREREQUISITES
None

TEXTBOOKS
Adornato, A. (2018). *Mobile and social media journalism: A practical guide.* Thousand Oaks, CA: Sage.

Humphreys, A. (2016). *Social media: Enduring principles.* New York: Oxford.
The Associated Press stylebook 2016 (or 2015). New York: Basic Books.
Other readings may be assigned in class and will be posted to eCourseware.

CLASSROOM FORMAT
This course is delivered online in an asynchronous format, which means that you will work at your own pace each week to cover the lecture, material, and assignments. The professor is available to answer any questions via email, and will make announcements each week regarding the content, preparing you for upcoming work, and other class necessities.

Students will write and submit assignments that will be returned with feedback via eCourseware meant to encourage student improvement over the course of the semester. Students are strongly encouraged to discuss any questions or writing struggles with me as they become evident.

While it's not required, it's highly recommended that you have (or have regular access to) some sort of mobile device (smart phone, tablet, etc.). You're also going to need reliable internet access. This is a web-based class, and learning to publish from (and for) these devices is a huge part of our class and your future as digital content creators.

In order to get the most out of this class and prepare for your future career, it's important to be a digital native, which means you should be constantly reading, interacting, playing, and creating online. It's nearly impossible to learn online news values and produce quality online content without consuming it. Consider the time you spend online an investment in this class, and in your future.

COURSE REQUIREMENTS:
Course work will be accomplished every week, including readings, discussion posts, and quizzes to check your learning and comprehension. Each assignment must be completed by its due date and time (Central Standard Time), which varies by assignment, so make sure to check each individual due date and time to ensure that you post by the deadline.

Online Success
Your success in this online course will depend on your willingness to read the text, successfully complete quizzes, and complete written assignments/discussion papers, as scheduled. Success in taking quizzes and handling written assignments can be enhanced by studying the case problems at the end of the chapters, as well as the chapter content. Written assignments will be graded on content AND grammar, spelling, punctuation, and AP style (GSPS). Please refer to the grading rubrics on eCourseware for complete details.

All work and papers submitted must reflect critical thinking and knowledge of the material. In all our assignments, elaboration and examples (either from the text or elsewhere) are required. Items given as facts in elaboration must be referenced using APA referencing criteria (see below for APA citation resources).

Quality of Work
All work in this course should follow AP Style, including proper spelling, grammar, and language. A large part of public relations is having a polished written concept of what you are communicating. This includes all class work and presentations. Problems in these or other areas will result in the deduction of points.

I expect your work to be good and to be yours. What is not yours should be fully cited. In documenting sources you must use APA formatting. If you need help with writing and citing sources, please see me for resources. In addition, Purdue University's Online Writing Lab is an excellent resource, and can be found at http://owl.english.purdue.edu.

I am willing to read over and provide comments/edits on rough drafts of all work, but require a minimum of 24 hours for turnaround. This should be done via email, not eCourseware.

Late Work
All work for the week is due on Sunday night at 11:59 p.m. Central. The professor will post in the Notes section of eCourseware every Monday afternoon, detailing the work to be completed that week, the readings, and any other course announcements. It is your responsibility to keep up with these Notes, and to complete the assignments and prep work detailed there by the following Sunday.

All work and papers submitted will be considered final. You are required to ask via e-mail, set up an appointment in the chat room, or call your professor with your questions as to the proper completion of the assignment. It is your responsibility to ensure clarification of instructions. Late work may be accepted, but points will be deducted for lateness. Absolutely no work will be accepted, under any circumstances, beyond the final day of class (April 25, 2018).

Questions about Grades
If you would like to ask about a grade, please make an appointment to meet with me outside of class time, as I will not discuss grades via email or during class. If you have a question or problem with a grade, exam question, or assignment, you have 48 hours after the assignment is returned to you to contact me, or the grade stands. Your question or appeal must be stated in writing, citing your position and why you feel the mark is incorrect. The appeal should be turned in to the professor or sent via email within the stated time frame.

Additionally, you are responsible for tracking your grade online and meeting with the professor early in the semester if you are concerned about your overall grade. Meeting with the professor early and often can help both parties involved find ways to improve student-instructor understanding and quality of work.

GRADING
There are 1,000 possible points in this class. At the end of the semester, your class average will be calculated and fractions will be rounded to the nearest whole number. Letter grades will be determined according to the scale below.

Social Media Fast	50 points
Social Media in the News Report	100 points
Platform Boot Camp	100 points
Make Something Viral	100 points
Content Creation	100 points
Daily Photo Assignment	150 points
Online Portfolio	50 points
Final Exam	100 points
Hootsuite or Google AdWords certification	50 points
Class Participation	200 points
Total	1,000 points

A+	967-1000	B+	867-899	C+	767-799	D+	667-699
A	934-966	B	834-866	C	734-766	D	634-665
A-	900-933	B-	800-833	C-	700-733	D-	600-633
						F	Below 600

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Additionally, you are responsible for tracking your grade online and meeting with the professor early in the semester if you are concerned about your overall grade. Meeting with the professor early and often can help both parties involved find ways to improve student-instructor understanding and quality of work.

Attendance
Class attendance is mandatory in the Department of Journalism and Strategic Media. This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your job in the educational process and be on time just as you would elsewhere.

No points will be deducted from your final grade if you have four or fewer absences. Each additional absence beyond those four will result in a deduction of five percentage points from your final numerical average. For example, if your final average is 83 (B) and you have five absences, your course grade would be a 78 (C+).

This absence policy includes **ALL** absences. It will be assumed that each absence is valid. If you are on a school-sponsored trip or are ill and miss class, it will count. No verification, explanation, or note is necessary. Habitual or excessive late arrivals to/early leaving from class can combine to count as an absence.

In addition, frequently we will engage in class exercises that will count as participation points; if you are not in class, you will have 24 hours from the time of class to complete the participation assignment and turn it in via eCourseware. Doing so is entirely your responsibility; if the participation assignment is not completed within those 24 hours, no participation points will be given.

Late work will be accepted, but points will be deducted for lateness. The absolute final day to turn in any late work will be the final day of class for the semester (9:10 a.m. on April 25, 2018). No work, late or otherwise, will be accepted beyond that date.

COURSE SCHEDULE

This is a basic schedule for topics and major assignments over the course of the semester. Although every effort will be made to stick with this schedule, please understand that some material may require more or less discussion and class time. Thus, changes to the schedule may occur. All changes will be announced in class.

Week Of	Topic	Assignment(s)
January 16-19	Syllabus/Course Overview	Discuss assignments
	What happens when everyone is a content producer	
	Social media fast due	
January 22-26	Models, Messages, and Platform Basics	Bootcamp
January 29-Feb. 2	Why do we use social media?	Humphreys C6
February 5-9	Measuring social media	Humphreys C4, Adornato C6
February 12-16	Digital inequality and social justice	Humphreys C7-8
February 19-23	Social photo and video	Adornato C4
February 26-March 2	Networks and communities	Humphreys C9-10
March 5-9	No Class—Spring Break	
March 12-16	Crowdsourcing and co-creation, influencers	Adornato C3
March 19-23	Monetizing creative content	Adornato C8
March 26-30	Going viral and social sharing	
April 2-6	Social media marketing	Humphreys C11
April 9-13	Location based and live event coverage	Adornato C2
April 16-20	Law and ethics	Humphreys C14, Adornato C7
April 23-25	Final Presentations HootSuite/AdWords, portfolio due	Extra credit
Final Exam	**Will be taken online during exam week; details TBA**	

FIVE PILLARS OF JRSM4910
- Professionalism: Students learn the professional standards and routines of creating and maintaining content for social media sites.
- Writing: Students write content and plans of action for social media campaigns.
- Multimedia: Students create content with photographs and videos for social media.
- Critical Thinking: Students must demonstrate an understanding of the audience that will consume work.
- Media Literacy: Students learn the vocabulary and tools of social media. Students learn how content and platforms are researched, planned, and created.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JRSM4910:
- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions in which they work.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:
Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):

- Learn about the many ways the use and presentation of images and information are shifting in the new media landscape, and how these changes affect journalism, public relations, advertising, and society as a whole.
- Develop the ability to use numerous tools and technologies that have become vital to journalism, public relations and advertising
- Hone their written and visual communication skills through content production in multiple media.
- Apply knowledge of best practices and core values of journalism, public relations, and advertising to new contexts.
- Learn about the ethical implications of social network use, such as the concerns surrounding privacy.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):

- Read and critically reflect, both orally and in writing, on a number of contemporary texts that explore how social networking is changing the use and presentation of images and information.
- Complete numerous assignments that will require them to master the basics of how to use social networking tools and to improve their written and visual skills to create content for these sites.
- Interact with other journalism students, professors, and professionals worldwide to enhance their understanding of the collaborative power of social media.
- Complete a final project that allows them to apply and advance the skills they learned in the course.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET IN JRSM4910:
The class is designed to equip students with knowledge necessary to work in the social media industry.

Awareness
- Becoming aware of social media tools, resources and ethics.

Understanding
- Understanding the process of creating content driven to a specific audience and brand channel.

Application
- Creation of multiple content posts for varying social media platforms.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:
All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:
- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

EMAIL:
You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the http://iam.memphis.edu website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

MOBILE PHONES AND LAPTOPS:
Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/his specific class.

ATTENDANCE:
Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency such as a death in

the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:
In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:
You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DEADLINES:
Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:
All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

DISABILITY:
Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:
Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:
Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.