Advanced Social Media

JRSM 4910-M50
Spring 2020
Class meeting: Online

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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, Software and Required Materials

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 2018 (or 2017). New York: Basic Books.

Other readings will 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. The professor will post to eCourseware every Monday with plans for that week, discussion of topics covered, and reminders about assignments. It is your responsibility to keep up with these notes and all of the information contained within. Work for each week will be due Sunday nights at 11:59 p.m. Central.

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.

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). 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.

Accessing the course website
1. Go to the University of Memphis eLearn home page: http://elearn.memphis.edu
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 4910 – M50 to enter your course and read the instructions on the welcoming page

Course Requirements
Quality of Work
All work in this course should follow AP Style, including proper spelling, grammar, and language. A large part of journalism and strategic media 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.

Repetition of Courses and Coursework
Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by

the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the resume and logo).

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.

Attendance

Class attendance is mandatory in the Department of Journalism and Strategic Media. This is a professional program for strategic communicators who are expected to understand and comply with deadlines. If you have some problem turning in assignments or 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.

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 (11:59 p.m. on April 29, 2020). No work, late or otherwise, will be accepted beyond that date.

Student Resources

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, please visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: https://www.memphis.edu/saos/sos/crisis-resources.php. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. If you are comfortable doing so, please also let the instructor know you are experiencing challenges as they may be able to assist you in connecting with campus or community supports.

Grading

There are 800 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

Personal Brand   50 points

Platform/Trend Boot Camp	100 points
Trend Video	100 points
Content Creation	100 points
Daily Photo Assignment	100 points
Online Portfolio	30 points
Hootsuite or Google AdWords certification	50 points

You may NOT turn in certifications earned in another course

Class Participation	140 points
Total	720 points

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%
D+ = 66.5-69.4%; D = 59.5-66.4%
F 0-59.4%

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.

Week 1, January 21-26
Introduction, Syllabus, Course Overview
Brainstorm platforms/trends for bootcamp
Readings: Social media usage in 2019 (and articles linked within); Tech use in older adults

Week 2, January 27-February 2
Platform/trend Bootcamp
Assignments: Social media fast due; Platform/Trend bootcamps due

Week 3, February 3-9
Why do we use social media?; Organizational voice
Readings: Humphreys Chapter 6; Hive mind; Gillette Rounds One and Two; Writing the way we talk
Assignments: Personal brand due; Bootcamp reflective memo due

Week 4, February 10-16
Measuring social media
Readings: Humphreys Chapter 4, Adornato Chapter 6; PRSA measurement standards, How to use Google Analytics; TripAdvisor restaurant rankings

Week 5, February 17-23
Digital inequality and social justice
Readings: Humphreys Chapters 7 and 8; Algorithms are the new digital divide; Class on Facebook and MySpace; #GirlsLikeUs; #nomoreCRAPtions

Week 6, February 24-March 1
Online communities and harassment
Readings: Humphreys Chapters 9 and 10; Long live the group chat; Borrowing sugar; Accidental bachelor party; Diverse YouTubers; What counts as online harassment?
Assignments: Daily photo begins

Week 7, March 2-8
Photography and videography
Readings: Deepfakes and manipulated videos; Mukbang videos; I don't care, I love my phone; Photojournalists; Popular YouTube channels
Assignments: Content creation (first half) due

Week 8, March 9-15
Spring Break!

Week 9, March 16-22
Made for Instagram
Readings: Made for Instagram; Instagram stories; Small businesses and influencers

Week 10, March 23-29
Crowdsourcing, co-creation, and influencers
Readings: Adornato Chapter 3; Basics of being a travel influencer; History of the influencer; Do influencers need college?; Influencers faking brand deals
Assignments: Daily photo ends

Week 11, March 30-April 5
Monetizing creative content
Readings: Hidden cost of a GoFundMe; Financials of Sailor Art; Internet Creators Guild; Strong Opinions Loosely Held podcast; Kardashians monetizing female friendship
Assignments: Daily photo reflection due; Trend video due

Week 12, April 6-12
Going viral and social sharing; Livestreaming
Readings: Adornato Chapter 2; How livestreaming is changing the news; Benefits of livestreaming; Can you be private online?; Viral just kidding!; Why that video went viral; Close Friends list

Week 13, April 13-19
Wearable technology and the future of social media
Readings: Your face is now your boarding pass; Who is your iPhone talking to?; iNeed Apple watch; YouTube and kids' videos
Assignments: Content creation (second half) due

Week 14, April 20-26
The dark side of social media
Readings: Crowds of tourists; The 10 year challenge; Trackers are following you; Is VR the future of social networking?; Traumatic lives of Facebook moderators

Week 15, April 27-29
The future of social media; Class wrap up
Readings: The future of social media platforms; Who isn't using the internet?; People who are constantly online
Assignments: Extra credit due; Hootsuite/AdWords certification due, online portfolio due
ALL work, late or otherwise, is due by 11:59 p.m. on Wednesday, April 29, 2020. Absolutely no work will be accepted beyond this point.

ASSESSMENT AND OUTCOMES
Five Pillars in JRSM 4910
- *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.
- *Multimedia:* Students create content with photographs and videos for social media.
- *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.

Professional Values and Competencies in JRSM 4910
- 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.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- 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 current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

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 advertising, journalism and public relations
- 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

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.

JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the http://iam.memphis.edu website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the

University.

Electronic devices
Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance
Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition
Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity
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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according

to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

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. Media 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.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: https://www.memphis.edu/saos/sos/crisis-resources.php. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in

connecting with campus or community support.