

# Social Media & Community Engagement

JRSM 7330-001/M50

Fall 2019

Class meeting: W, 5:30-8:30 p.m., MJ 106

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## COURSE REQUIREMENTS

### Catalog description

This course looks at how to create campaigns and relationships that build organizational voice, serial storytelling, and working with a community to encourage strong organization-public relationships. We will also look at content creation on multiple technologies and platforms, including both social and traditional media. Students will be exposed to a variety of case studies and community examples for analysis.

### Prerequisites

Graduate status

### Textbooks, Software and Required Materials

Uploaded to eCourseware. There is no official book for this course.

### Classroom format

This is a graduate seminar with lecture and class discussion. Each week, we will discuss a new topic and as a class we will be responsible for presenting each other with ideas for debate from the readings or examples from the field, and critically analyze the week's concepts. Please note that failure to attend class or to actively take part – even if all your assignments are turned in on time and done acceptably - will significantly affect your final grade. Be sure you have read the material BEFORE class and come prepared to discuss it.

### Hybrid format (M50)

- Blue Jeans is a web-based video conferencing platform. Students in the M50 section will receive an invitation to join Blue Jeans from your instructor.
- This hybrid class with students on campus and also online synchronously, and operates in a seminar format.
- Online students must have a stable Internet connection, speakers and a microphone (or a

headset with a built-in mic). Headsets can be purchased for approximately \$20. Students will need to be able to have video turned on for the entire class. Online students will not be permitted to attend class using a cellphone.

- Class time will primarily be spent in discussion of theories, issues, and applications. To that end, on campus and online students must complete the assigned readings and be prepared to discuss the night's topic. Please note that failure to attend class or to actively take part — even if all your assignments are turned in on time and done acceptably — will significantly affect your final grade.

### 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 7330 – 001/M50 to enter your course and read the instructions on the welcoming page

### Course Requirements and Assignments

This is meant as a general guideline to the major assignments within the class. More detail will be provided in class and on eCourseware. Deadlines are also listed in the Class Schedule. All work should be turned in as a Word document via Dropbox in eCourseware unless otherwise noted. All work is due Thursdays at 11:59 p.m. unless otherwise noted. Work may be submitted late for partial credit (<24 hours = -10%; 24-48 hours = -20%; after 48-hours = feedback only)

#### 1. *Boot Camp*

Boot camp is designed to prepare you to know of and understand a wide variety of social media platforms, how they work, and how or why they might best be used by public relations/advertising/journalism professionals.

Each presentation should be 10 minutes and must include the following topics:

1. What is the social media technology?
  - a. Background of the technology—who started it, where did the idea come from, how does it fit into the current social media landscape?
2. Personal/professional use
  - a. How you and your classmates can use the new media technology for personal/professional use, and the differences between the two.
3. How to sign up/create an account, including important potential settings and/or privacy settings that can be changed or adjusted
4. Best practices and strengths and weaknesses of the platform and how it's been utilized.

You can get as creative and interactive as you'd like, but you must incorporate multi-media or new media in some way (PowerPoint, Prezi, SlideShare, YouTube, podcasts, handouts, activities). The presentation should cite sources/evidence, or perhaps a case study for best practices, and internal citations (APA format) should be evident where appropriate.

In terms of content, this is just an overview. You can't cover everything in 10 minutes, so choose what is most important/informative. Try to give the class a top-level, practical understanding of the technology.

You may partner up with someone, but in that case I will expect a longer presentation (18-20 minutes) and a more in-depth dive into the tool.

### 2. *Client work: Content creation and organizational analysis*

Students will choose one organization and conduct a complete and thorough social media audit and analysis of their efforts. Students will both report on current efforts and make suggestions for improvement based upon discussions and readings from the course. In addition to this, you will be asked to create new and unique content for a client. We will discuss more in the first few weeks of class.

### 3. *Southeast Colloquium (SEC) project and presentation/poster*

Yup...you've got a research paper in this class: intro, literature review, methods, findings, discussion, the end. You may opt to solo author or co-author this. More details to come.

### 4. *Portfolio*

All JRSM graduate students are required to finish the program with an online professional portfolio. A particular emphasis will be placed on your professional social media presence in this course. More details will be provided in class. For non-JRSM graduate students, you will develop a small alternative assignment to make up for those points.

### 5. *Class participation, preparation, and engagement*

You are expected to attend class and participate in discussion. In addition to being physically and mentally present, we will have small, weekly assignments to make sure we are on top of work and engage with the material. These assignment points will manifest through eCourseware check-ins, short reflections, social media engagement activities, and other manageable assignments.

All this work will result in a total of 100 points for the class. The points will be distributed as follows:

Boot camp: 15%

Org. analysis: 25%

SEC: 40%

Participation/preparation: 15%

Portfolio: 5%

## **Grading**

Assignment categories and points or percentage weights.

A+ = 97-100%; A = 93-96%; A- = 90-92%

B+ = 87-89%; B = 83-86%; B- = 80-82%

C+ = 77-79%; C = 73-76%; C- = 70-72%

D+ = 67-69%; D = 60-66%

F 0-59%

## **Students with disabilities & accommodations**

If you will need accommodations to meet any of the requirements of this course, please let me

know as soon as possible. Remember, this does not mean you are incapable or receiving special treatment. We all have specific tools we use to do our best work. I encourage you to consider which tools you need to be your best in this class.

### **Trauma & emotional needs**

This class is just one component of your life. This class is important, but sometimes we experience different traumas and crises that force us to reprioritize. As your instructor, I feel your health and well-being is more important than any one assignment or lecture. If completing this course or an assignment to the best of your abilities is challenging due to something you're going through, please let me know as soon as possible. I am here for you and want to work with you. Being proactive is always easier and better than retroactive, so be open and transparent when you can.

### **Course expectations**

Course work will be accomplished every week. Each assignment must be completed by its due date and time, which is Thursday at 11:59 p.m. CT, unless otherwise noted. Check each due time to ensure that you post by the deadline. There is a built in grace period of 48-hours, which you may submit work late for partial credit. All participation/preparation/engagement is exempt from this late policy.

As part of this class you will be required to earn your Hootsuite Platform Certification. The Hootsuite Platform Certification is industry-recognized and demonstrates your expertise with the social media management platform Hootsuite. If you already have your Hootsuite certification, we will come up with an alternative. Details about this process will be provided separately.

Given that this is a social media class, it is crucial that you are on social media. You may choose to use your personal or business accounts. If it makes you uncomfortable to tweet with the class under @cutiepie4u4eva, then I suggest you create a new one for the semester. We'll find each other online early in the semester. You may delete this account as soon as the class is over and resume your identity as a cutie pie.

You will need to get in the habit of checking eCourseware and Twitter. This semester I will use them both frequently to communicate with the class, and you will use them to communicate with each other. I also post quite a bit under my class Instagram, which is @dr\_powerblazer.

Additionally, you will be required to update your online portfolio to showcase your work and continue to build your professional online presence. Specific requirements and details will be provided separately.

## **COURSE SCHEDULE**

This schedule is subject to change if we need it.

### *Part 1: The Tools*

#### *Week 1, August 28: Course Introduction*

You know the drill. We hang out, talk about the class and expectations, the usual first day stuff.

Readings: All readings are posted to eCourseware. No reading this week.

Assignments: No assignments due

*Week 2, September 4: SEO and Analytics Workshop with Doug Sewell, my brother-in-law!*

My BIL is joining us from Charlotte to talk about the work he's done with coding and SEO for start-ups in North Carolina. Doug is a 2014 graduate of Queens University in Charlotte and currently a digital marketing technologist at Practis, Inc.

Readings: All readings are posted to eCourseware.

Assignments: Pitching your semester! Organization/client for the organizational analysis project, the SEC research topic, and your boot camp topic. Please come to class with at least three slides outlining your semester intentions (one for each assignment) and the more detail the better. Each student will have approximately 10-minutes to talk through their plans.

*Week 3, September 11: Monitoring, analysis, and networks*

Readings: All readings are posted to eCourseware.

Assignments: Org. analysis: Pulling together the materials (bio/about, mission statement, finding the relevant handles and links to social media accounts, social media team, and your two platforms for analysis)

*Week 4, September 18: Personal branding, ethics, and privacy*

In addition to personal branding, ethics, and privacy, I'll also do a review of literature reviews.

Readings: All readings are posted to eCourseware.

Assignments: SEC introduction

*Week 5, September 25: Boot Camp*

This week you'll be presenting on your boot camp topics.

Readings: As assigned by you! (see eCourseware)

Assignments: As assigned by you!

*Part 2: The Voice and Feelings*

*Week 6, October 2: Organizational voice and listening*

Readings: All readings are posted to eCourseware.

Assignments: SEC literature review outline

*Week 7, October 9: Diversity and understanding*

Readings: All readings are posted to eCourseware.

Assignments: SEC literature review full first draft

*Week 8, October 16: Storytelling, content creation, and management*

This week we are meeting virtually because I'll be in San Diego with PRSSA. Around 7 p.m. we will host the graduate program Twitter chat.

Readings: All readings are posted to eCourseware.

Assignments: SEC methods outline

*Week 9, October 23: Building and maintaining relationships*

Readings: All readings are posted to eCourseware.

Assignments: SEC methods full first draft

*Week 10, October 30: Emotion and Sentiment*

Readings: All readings are posted to eCourseware.

Assignments: Org. analysis... analysis

*Part 3: Social Media in Action*

*Week 11, November 6: Communities of practice and community engagement*

Readings: All readings are posted to eCourseware.

Assignments: SEC initial findings outline (rough draft)

*Week 12, November 13: Tour of FedEx Social Media Hub*

Readings: All readings are posted to eCourseware.

Assignments: Org. analysis content creation

*Week 13, November 20: Crisis communication and social media*

Readings: All readings are posted to eCourseware.

Assignments: SEC findings and discussion

*Week 14, November 27: #ThanksgivingNaps*

Yum.

Readings: Read something for pleasure! Take the week off!

Assignments: Work on your final paper. Nothing is due this week.

*Week 15, December 4: TBD*

We'll use this last day as we see fit.

Readings: All readings, if we've got 'em, are posted to eCourseware.

Assignments: Final org. analysis paper due. Portfolio due. If you would like one more round of feedback on your SEC paper, submit here (optional).

*Week 16, December 10: Finals week*

Assignments: Final SEC paper due and submitted to Southeast colloquium.

This assignment is exempt from the late policy. Final grades are due Dec. 16 at 10 a.m. and I need the time to grade.

## **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.