Social Media & Community Engagement
JRSM 7330-M50
Summer 2023

Kim Marks Malone, APR, Fellow PRSA

Office: 334A Meeman Journalism Building
Office Hours: By appointment
Email: ksmarks@memphis.edu
Twitter: @ksmarks

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
There is not a required textbook for this class.

Readings and supplemental material will be provided via Canvas.

Asynchronous Class Format
This course is delivered online in an asynchronous format. There is no required meeting time.

Accessing the course website
1. Go to the University of Memphis online learning home page:
   https://memphis.instructure.com
2. Log in using your University of Memphis username and password.
3. On your Canvas Dashboard, click on the link for JRSM 7330-M50 to enter.

GRADING AND COURSE ASSIGNMENTS
This is meant as a general guideline to the major assignments within the class. More detail will be provided on Canvas. Deadlines will be listed on each assignment. All work should be turned in as a Word document via Dropbox in Canvas unless otherwise noted.

Reading blog posts, 20%. You will be asked to respond to the readings in the form of a 300-word blog post that you will submit in Dropbox. The idea is not to regurgitate the readings but to analyze them by providing insights and comments that demonstrate knowledge and deep thinking about theories, methods, and concepts found in the week's readings. You may make connections to readings from other weeks, connections to something you have read about or learned in popular media and more. The purpose is to interact with the material in such a way as

to be prepared to discuss it in class, and to write out your thoughts on the ideas presented. This weekly assignment will also help you develop your voice throughout the semester. The blog format is to allow you maximum flexibility in finding creative, engaging, and fun ways to synthesize the readings and develop killer content.

You will be given a prompt each week to help guide the direction of your writing.

Social media bootcamp presentation and reflections, 15%
Each of you will record a 10- to 12-minute presentation about a social media platform that you will select from a provided list and upload it to Canvas for your peers to watch. This presentation is designed to prepare you to know of and understand these platforms, how they work, and how or why they might best be used by strategic communications professionals, specifically for building community and engaging with publics. Every week that these presentations are uploaded to Canvas, each of you will write a brief reflection on the presentations. Details and deadlines will be provided on Canvas.

Assignments, 25%
There will be various assignments throughout the semester including, but not limited to, content creation for an organization, social media monitoring and listening, audience analysis and engagement tactics, an organizational social media audit and creating a social media engagement strategy. Details and deadlines for these various assignments will be provided on Canvas.

Social media campaign design, 40%. You will design a one-month social media campaign for an organization of your choice. The campaign should be aimed at increasing audience engagement and will include goals, key messages, content types, posting schedule and evaluation metrics. It will demonstration how you plan to foster two-way communication and engage with your audience during the campaign. Details will be provided on Canvas.

Grading

Reading blog posts	20%
Social media bootcamp	
Presentation & reflections	15%
Assignments	25%
Social media campaign design	40%

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%

Quality of work

All work in the course should follow AP style, including proper spelling, grammar, and language. A large part of mass communication is having a polished written concept of what you are communicating. This includes all class work and presentations. Although line editing is unlikely, 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 properly cited. In documenting sources, you should use APA formatting (both internal and external). If you need help with writing and citing sources, Purdue University's OWL is an excellent resource and can be found at https://owl.purdue.edu/owl/purdue_owl.html

Other issues
The best and quickest way to contact me is via email (ksmarks@memphis.edu). Do not use the email within Canvas, use my Memphis.edu email. I will respond to email within 24 – 48 hours. If you have a problem, do not let it snowball. Contact me ASAP.

COURSE SCHEDULE
Below is a tentative class schedule. The schedule is subject to change.

Week 1: May 30 – June 4 (TU – SU) *May 29 is Memorial Day
Introduction to social media & community engagement
- Evolution of social media
- Importance of community engagement
- Defining community engagement in context of social media

Week 2: June 5 – 11
Understanding social media algorithms and implications for community engagement
- How social media algorithms work
- Algorithmic bias and its impact on community engagement
- Strategies to optimize content for greater reach and engagement

Week 3: June 12 – 18
Social listening: The key to engagement
- Listening vs. monitoring and why both are important
- Tools and techniques for social listening and monitoring online conversations
- Managing negative feedback and addressing concerns
- Managing your organization's online reputation

Week 4: June 20 – 25 (TU – SU) *June 19 is Juneteenth
Developing a social media strategy for community engagement
- Who's your audience?
- Setting goals and objectives
- Choosing the right platform for engagement
- Developing a content strategy
- Developing an engagement strategy

Week 5: June 26 – July 2
Communities of practice and community engagement
- Defining a community of practice
- Creating communities of practice

Week 6: July 5 – 9 (W – SU) *Independence Day is observed July 3 – 4
No new content. Enjoy the holiday and catch up if you need to.

Week 7: July 10 – 16
Content creation and curation for community engagement
- Organizational voice
- Types of content
- Best practices for creating engaging content
- Content creation – including user-generated content
- DE&I in the context of content creation
- Engaging with influencers and opinion leaders

Week 8: July 17 – 23
Analysis and measurement
- KPIs for community engagement
- Social media analytics tools
- Evaluation and optimizing social media efforts

Week 9: July 24 – 30
Legal and ethical considerations
- Privacy and data protection issues
- Intellectual property and copyright considerations
- Ethical and legal considerations of AI in strategic communications
- Navigating online harassment and trolling
- Promoting ethical community engagement

Week 10: July 31 – Aug. 3 (SU – TR) *Aug. 3 is last day of classes
Wrapping Up
- Final assignments are due on Aug. 3

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. Graduate students are to begin their portfolio in JRSM 7002. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills.

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.
- 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.

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 be required 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.

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.