INSTRUCTOR

Name: Kera Felton
Email: jakera.felton@ufl.edu **(I do not respond to Canvas emails)**
LinkedIn: linkedin.com/in/kerafelton
Website: kerafelton.com

OFFICE HOURS

You may email me to schedule a meeting, which will always be virtual, but by appointment.

CONTACT ME

I will be available to answer questions and provide feedback via email. I will do my best to reply as soon as possible, but please allow up to 48 business hours for a response. If you do not hear from me after the 48th hour, do not hesitate to email me again! I would appreciate a reminder.

Try to refrain from emails regarding assignments within 24 hours of the due date, but do so if you must.

You may also email me to schedule an appointment for a video conference call.

COURSE OVERVIEW

Social media has transformed the way businesses operate and communicate with their customers. In this course, we'll look at social media through the lens of public relations and see how our responsibilities as strategic communicators have changed as a result. To achieve brand goals and reach critical audiences, you'll learn how to build a social media strategy, create content and measure relevant results. Every day, social media evolves. As a result, the course content may alter for us to address and assess what's going on in the industry.

This course is entirely focused on you and your interests. As a result, the course will give hands-on learning and real-world applications to help you gain experience and build a strong portfolio that demonstrates your social media and strategic thinking

abilities. I remain available for any ideas or questions you have for independent thinking!

COURSE OBJECTIVES

In this class, students will master the necessary social media skills of public relations and digital professionals to prepare them to meet the demands of today's industry. You will learn to:

- analyze the social media landscape and its role in public relations and business;
- apply fundamentals and best practices to social media management;
- create and tailor social media plans – including strategy, content, and KPIs – based on your target audiences and business objectives;
- use social media platforms and professional tools, such as Hootsuite, through hands-on learning opportunities;
- identify key performance indicators and measure the success of social media efforts;
- examine the ethical and legal implications and potential risks of social media for brands;
- develop and apply critical thinking, listening, and professional skills through assignments that mimic industry work with clients and peers.

COLLEGE OF JOURNALISM & COMMUNICATIONS OBJECTIVES

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation, all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of
- professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across
- communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the
- communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by
- methods appropriate to the communications professions in which they work;

- effectively and correctly apply basic numerical and statistical concepts;
- 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

COURSE FORMAT & CONTENT

This course is 100% online. You are responsible for keeping up with all the video lectures, readings, assignments, exams and certifications. These will be key to the successful completion of the course.

I prefer to use the regular school email for course communication, which will include a weekly email every Sunday morning with upcoming assignments and announcements. Canvas can also remind you of upcoming due dates. Please check the site on a daily basis and download the mobile app if you have not already.

REQUIRED MATERIALS

We do not have a specific textbook for this course, but we will use the materials below throughout the semester. This is subject to change as more resources can be added at any time.

- Hootsuite Academy
    - Social Marketing Training
        - https://education.hootsuite.com/courses/social-marketing-education

- Google Analytics
    - Google Analytics for Beginners
        - https://analytics.google.com/analytics/academy/course/6

- LinkedIn Learning
    - Instructions on how to set up a LinkedIn Learning account using your *school email.*
        - https://www.linkedin.com/pulse/free-linkedin-learning-college-students-step-marcelo-wilen-menezes/
- Meltwater
    - The Ultimate Guide to Social Media Management
        - https://meltwater.cdn.prismic.io/meltwater/3b314fdd-3869-4a43-96b3-6183e30b9b9c_Meltwater+-+Social+Media+Playbook.pdf
        - https://academy.meltwater.com/courses/pr-media-monitoring-mw

Because of the ever-changing nature of social media, required online readings will be assigned throughout the course.

You may be asked to use social media platforms like Facebook, Instagram, LinkedIn, Twitter and occasionally, Tik Tok, to complete several of your assignments for this course. If you do not have such profiles already, please create one as you will be required to have an active account on these platforms in order to complete assignments.

SUBMITTING ASSIGNMENTS

All assignments must be "client-ready," which means they have been edited, proofread, and structured in preparation to be submitted to your client, or in this case, your instructor.

Your written work for this course needs to be well-organized, logical, and coherent throughout. Grammar, syntax and spelling mistakes are unacceptable and will lower your grade. Future social media and public relations professionals need to be proficient in this skill and fluent in the AP-style writing format.

The completion of assignments will either be done in groups or individually. I will assign groups for the social media project at the end of the semester.

LATE POLICY, TECHNICAL ISSUES, AND MAKE-UP ASSIGNMENTS

An effective social media marketing campaign takes discipline, innovation and consistency. Time management is important. Please don't put off starting your assignments until the last minute. Professionals in social media and public relations frequently have strict deadlines that must be met because failing to do so could harm their reputations and those of their clients.

To that end, all assignments are due on Canvas by 11:59 p.m. on the date of the deadline, unless otherwise specified. Ensuring some vein of parity and fairness to all, late assignments will not be accepted unless with an official doctor's note, a university excuse, or under extenuating circumstances determined by the instructor. In any case, please email me and we will discuss the next steps. My goal is to help you succeed while simultaneously ensuring accountability is maintained. I do understand that life happens so let me know as soon as you see a conflict arising and we can work together. Communication is key!

Requirements for make-up assignments and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.

Any requests for make-ups due to technical issues must be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You must email your instructor within 24 hours of the technical difficulty if you wish to request a make-up opportunity.

For any technical issues, you may contact the UF Help Desk, which is available 24 hours a day, seven days a week:
- http://helpdesk.ufl.edu/
- (352) 392-HELP (4357)
- helpdesk@ufl.edu

COURSE PROFESSIONALISM
The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. Students will conduct themselves in an honest, ethical and courteous manner with students and the instructor, abiding by the UF Student Conduct & Honor Codes.

All members of the class are expected to follow rules of common courtesy in email messages, threaded discussions and chats. You may review the Netiquette Guide for Online Courses here: **http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf**.

GRADING POLICY
Final grades will be based on the following scale:
- 90-100 percent (A)
- 87-89 percent (B+)
- 80-86 percent (B)
- 77-79 percent (C+)
- 70-76 percent (C)
- 60-69 percent (D)
- 0-59 percent (F)

If you have any questions about a particular grade earned, please contact me within *48 hours* of receiving the grade.

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ACADEMIC HONESTY
The work you submit for this course must be your own. You must never use direct or paraphrased material from any source, including websites, without citation.

Citation means providing attribution within the text for any ideas, insights, or facts that are not your own. To clarify, you may not copy anything word for word from any source without putting quotes around it and attributing the source. This includes organizations' or companies' websites, internal documents and materials.

For this class, we will use the AP style in-text citation method. This applies to all discussions, assignments and projects. You must also list your sources on works cited page for all assignments. Please contact me if there are any questions regarding this.

All work submitted must be original work for this course. You may not submit anything that you wrote for another class, an internship, as a volunteer, or in another academic or professional setting. You may not submit anything that was written for any purpose other than the given assignment. Plagiarizing another student's work or having another student complete the assignment for you is considered academic dishonesty.

I will handle any incident of academic dishonesty in accordance with the UF Honor Code that provides examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation, and fabrication. Any case of academic dishonesty will result in a failing grade for this course. I will follow university guidelines for any offense.

STUDENTS WITH DISABILITIES

Students requesting classroom accommodation should first register with the Dean of Students Office's Disability Resource Center. The Dean of Students Office will provide an accommodation letter that must be presented to me when requesting accommodation. Students should follow this procedure as early as possible in the semester.

To contact the Disability Resource Center, visit www.dso.ufl.edu/drc/ or call 352-392-8565.

ONLINE COURSE EVALUATION POLICY

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

COURSE RECORDING POLICY

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

CAMPUS RESOURCES

Health and Wellness

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

University Police Department: Visit the UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment at 352-392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

On-Line Students Complaints: View the Distance Learning Student Complaint Process