



## Social Media Management: PUR3622

Summer 2024

### Course info

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**Instructor:** Qiuyue Li (She/her)

**Class time:** Asynchronous, online

**Email:** [qiuyueli@ufl.edu](mailto:qiuyueli@ufl.edu) (preferred contact method; please include PUR3622 in the email subject line)

**Office hours:** Office hours are held via Zoom by scheduled appointment

### Required Readings

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We do not have a specific textbook, but we will use the following materials:

- Required weekly online videos, readings and case studies.
- Social media training videos from Hootsuite Academy.
- You will be asked to use social media platforms, such as Facebook, Instagram, LinkedIn and X (formerly Twitter), to complete several assignments.

### Course Goals

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Social media have changed the way organizations communicate with their audiences. In this course, we will explore social media from a public relations perspective and understand how our roles as strategic communicators have evolved as a result. You will learn to develop a social media strategy, create content and measure meaningful results on behalf of organizations.

Social media changes every day. Because of this, the course content may also change, allowing us to address and analyze what's happening across the industry.

This course is centered on you and your needs. As such, the course will provide the opportunity for hands-on learning and real-world applications to help you gain experience and build a robust portfolio that showcases your social media and strategic thinking skills.

### Course Learning Objectives

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In this course, you will learn the basic social media skills of public relations and digital professionals to prepare you to meet the demands of today's industry. You will:

- Analyze the social media landscape and its role in public relations;
- Apply fundamentals and best practices to social media management for organizations;
- Create and tailor social media plans – including strategy, content and KPIs –based on your target audiences and 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 organizations;
- Develop and apply critical thinking, listening and professional skills through assignments that mimic industry work with clients and peers.

## College of Journalism and Communications Objectives

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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.

## Grade Criteria

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Points distribution	Percentages
Activities	35%
Final Exam	30%
PlayPosit Quizzes	20%
Hootsuite Platform Certification	15%
<b>Total</b>	<b>100%</b>

## Grading scale

Letter	Percentage
A	90-100
B+	87 – 89
B	80 – 86
C+	77 – 79
C	70 – 76
D	60 – 69
E	0 – 59

**Weekly Activities (35%)**

You will also complete assignments, which have the purpose of putting into practice what you're learning throughout the week. The purpose of these activities is to encourage you to keep up with the industry, use your critical thinking skills and share varying perspectives. Writing errors (such as grammar, spelling, syntax, etc.) will negatively affect your grade.

**Final Exam (30%)**

With your group, you will develop a social media campaign plan for a client. You will have one final exam that will consist of putting together a social media strategy for a client by responding to 7-10 questions.

**PlayPosit Quizzes (20%)**

Most module lecture videos use PlayPosit. This tool allows instructors to add interactions to lectures, such as graded quiz questions and links to external resources.

**Hootsuite Platform Certification (15%)**

You will complete your Hootsuite Platform Certification this semester. If you're already certified, you will be given an alternative assignment.

**Course Policies**

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**Class Format**

This course will be 100% online, through e-Learning on Canvas. It is important for you to keep up with the video lectures, readings, assignments and exams. Course content will be published in advance, giving you the opportunity to work ahead.

I will use Canvas for all course communication, which will include a weekly email every Monday morning with upcoming assignments and announcements. Canvas can also remind you of upcoming due dates. Please check the site daily.

**Class Participation**

This is an asynchronous course because we don't have a set time each week to meet and discuss the material. However, there are due dates each week. It is vital that you meet those due dates. For more information on due dates, see COURSE EXPECTATIONS.

**Contacting Me**

Please feel free to email me at any time during the semester about any questions or concerns you have. I'm happy to provide feedback or guidance on any assignments. You may also email me to schedule an appointment for a Zoom conference call. I will always do my best to make myself available, but please allow up to 48 hours for a response.

**Submitting Assignments**

Social media management takes time, practice and consistency. Manage your time wisely. Please do not wait until the last minute to start working on your assignments. Public relations and social media professionals are often bound by tight, important deadlines and missing these can damage their and their clients' reputations.

Everything you write for this course must be coherent, logical and carefully edited. All assignments must be "client-ready," which means they have been proofread, reviewed and formatted so they are ready to submit to your client (or, in this case, to me).

Use **APA** format to cite all sources, including websites and social media pages. Anything copied word for word must have quotations around it and clear attribution. You must also list your sources on a references page.

### **Deadlines**

Assignments will be completed either individually or as a group, as indicated on Canvas. I will assign groups for your social media project at the beginning of the semester. All assignments are due on Canvas by **11:59 p.m.** on the due date. Please submit assignments as **Word Docs** unless otherwise instructed. **Late work** will be accepted, but points will be deducted. You will be penalized 5 points out of 100 for every day an assignment is late.

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/>.

### **Honor Code**

Please note that all of your work in this class should conform to the university's honor code, which states: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student Honor Code. On all work submitted for credit by Students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." For more information, please see <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment, but it may be higher depending on the severity of the violation.

### **Professionalism**

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. You are expected to conduct yourself in an honest, ethical, respectful and courteous manner with other students and with me, abiding by the UF Student Conduct and Honor Codes. Because this course will be entirely online, please follow the rules of common courtesy for email, discussions and chats.

### **Email Policy**

As a state employee, my email is considered a public record. Therefore, it can be requested via an open-records request. Because emails are considered public records, federal privacy laws prevent me from discussing grades or other personal matters via email. As a result, you will need to schedule a meeting with me to discuss relevant issues. In addition, please be aware that email is considered formal communication, which means you should practice professionalism. In other words, try to avoid treating emails like text messages (i.e., don't use text abbreviations).

### **Effort vs. Excellence**

Early each week, you should read through the weekly Canvas module to get an idea of what you will need to do and how much time you will need to allot for each activity. Block out several chunks of time each week that you will dedicate to this course, the same way that you would have scheduled lecture times for a synchronous course. To succeed in the course, give yourself time to digest course content, make use of available resources, ask questions, and pace yourself as you work on the group project.

I will assess your work to the degree of excellence it demonstrates. It's important to understand that putting in effort often leads to positive evaluations. That said, just because you spent "10 hours in the library" before a quiz or a group project doesn't guarantee you a good grade. You have to study correctly and properly, address assignment requirements, and the like in order to ensure a solid grade. I will help

in every way I can along the way and ALWAYS want you to do well. Don't hesitate for a second to reach out to me (just don't do it at the last second!).

### **Inclusivity**

The practice of communication requires us to be open to diverse backgrounds, opinions and experiences. In this course, I am committed to creating a community that is inclusive of diversity in its many manifestations, including race, ethnicity, SES, gender, gender identity, sexual orientation, religion, disability, place of origin, and political affiliation. We all benefit from being aware of and welcoming these differences. I aim to make this course valuable to all students, online and offline. Your feedback and suggestions (which can be anonymous) to make this course more effective are always encouraged and appreciated.

## **University Policies & Resources**

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### **Students Requiring Accommodations**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

### **Course Evaluation**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

### **Software Use**

All faculty, staff, and students at the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### **Student Privacy**

There are federal laws protecting your privacy with regard to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>.

### **In-Class Recording**

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 Policy on Course Syllabi 3 UF, Academic Affairs, August 5th, 2021 Honor Code and Student Conduct Code.

## Campus Resources

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### Health and Wellness

#### U Matter, We Care:

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575 so that a team member can reach out to the student.

**Counseling and Wellness Center:** <http://www.counseling.ufl.edu/cwc>, and 392- 1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

**Student Health Care Center:** <https://shcc.ufl.edu/>, call 352-392-1161 for 24/7 information on finding the care you need.

#### Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

**University Police Department** at 392-1111 (or 9-1-1 for emergencies) or <https://police.ufl.edu/>.

### Academic Resources

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**E-learning technical support**, 352-392-4357 (select option 2) or email to [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu). <https://lss.at.ufl.edu/help.shtml>.

**Career Resource Center**, Reitz Union, 392-1601. Career assistance and counseling.

<https://career.ufl.edu/>.

**Library Support**, <https://uflib.ufl.edu/>. Various ways to receive assistance with respect to using the libraries or finding resources.

**Teaching Center**, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

<https://teachingcenter.ufl.edu/>.

**Writing Studio**, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers—<https://writing.ufl.edu/writing-studio/>.

**Online Students Complaints:** <http://www.distance.ufl.edu/student-complaint-process>.