

JOMC 490.003

Managing Online Communities & Social Media

Examines the history, norms, governance structures, technologies, motivations, & uses of online networks from an organizational standpoint, focusing on the management of these networks to serve organizational interests, such as in product innovation, problem solving, decision-making or brand promotion.

Syllabus

This course meets 3:00-4:15 p.m. on Tuesdays and Thursdays in Carroll 253.

Instructor

Joe Bob Hester, Ph.D
Associate Professor

Office: 233 Carroll Hall

Office hours are 2:00-3:00 p.m. on Tuesday, Wednesday, and Thursday or by appointment at other times. These hours are made available to provide you with time outside of the classroom for discussion of matters related to course work, as well as for academic and/or career advising.

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Materials

There are no required texts for this course. All readings are available online and linked in the schedule below. In addition, you should subscribe to and read SmartBrief on Social Media.

Given the topic of the course, you should have and use a variety of social media accounts (Twitter, Facebook, and LinkedIn at a minimum). You will also need to bring your laptop or tablet computer to each class meeting.

Some of the materials for this course are provided courtesy of HootSuite. There is no fee, but you are required to enroll in HootSuite University's Higher Education Program in order to access these materials. The enrollment process will be explained in the first class meeting.

Objectives

Upon completion of this course, you should:

understand the history and role of professionals and institutions in shaping communications through social media;

understand concepts and apply theories in the use and presentation of images and information in social media;

be able to conduct social media research and evaluate information by methods appropriate to the communications professions in which you may work;

be able to write correctly and clearly for social media in forms and styles appropriate for the communications professions, audiences and purposes they serve;

be able to critically evaluate your own

work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

be able to apply basic numerical and statistical concepts related to social media communications;

be able to apply social media tools and technologies appropriate for the communications professions in which you may work.

Requirements & Grading

Course grades are assigned using the University of North Carolina Grading System.

Grading criteria vary by assignment. Assignments contribute to your final grade as follows:

20% - Midterm Exam

20% - Final Exam

10% - Homework

10% - Personal Branding Project

10% - Group Project/Presentation

10% - HootSuite Certification

20% - Participation

There are no extra credit projects available in this course.

Attendance & Participation

Regular class attendance is a student obligation, and a student is responsible for all the work, including tests and written work, of all class meetings. This course operates under the University of North Carolina Class Attendance Policy.

Students are expected to actively participate in class discussions by sharing observations, insights and questions with the instructor and members of the class.

Discussion will allow each student to benefit from all the other students' insights and to work toward a final interpretation or understanding that may differ from the one he or she reached individually. This requires that assigned readings and/or homework exercises be completed prior to arrival to class.

Students are responsible for regular and punctual class attendance and should be in their seats before the start of class. Students arriving more than 10 minutes late for class will be counted absent.

Academic Integrity & Counseling

This course operates under the Honor System of the University of North Carolina at Chapel Hill. Plagiarism and other forms of academic dishonesty will not be tolerated in this course, and disciplinary actions will be enforced in any instance of academic dishonesty including, but not limited to, cheating, plagiarism, collusion or the abuse of materials. If you have a question about academic dishonesty, it is better to ask than to risk the consequences.

Unless otherwise directed, students should complete all graded academic work in this course on their own, without collaboration, and include a signed honor pledge when it is turned in to the instructor.

It is also the responsibility of the student to make the instructor aware of any problem that may affect the student's successful completion of the course. Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact the instructor as soon as possible so that the necessary accommodations may be made.

Tentative Schedule

You must pass the SCMD 121 exam by 11:59 p.m. on Friday, September 6.
You must pass the SCMD 110 exam by 11:59 p.m. on Friday, September 6.
You must pass the SCMD 115 exam by 11:59 p.m. on Friday, September 6.

Course Format

Understanding of the dynamics of social media / online communities and the practical skills for managing them is crucial for advertising and public relations practitioners, businesses, non-profits, and governments.

This course takes a 'flipped classroom' approach in which you learn about topics on your own outside of class through readings and/or video. Class meeting times will be used to expand on these topics, collaborate about their application and theory, and discuss their implications. Therefore, it is imperative that you complete the assigned readings and view the assigned videos prior to attending each class meeting. Class participation is a significant factor in determining your final grade in this course.

Week 1: Why Online Networks / Social Media?

Tuesday, August 20

Before class, please read:

How Social Media Has Changed the Face of Public Relations

How Social Media is Supporting a Fundamental Shift in Journalism

Marketing is Dead

Thursday, August 22

Before class, please activate your HootSuite account and create your HootSuite University profile, then watch:

SCMD 121: Introduction to Social Networks for Organizations

The Redefinition of Traditional Media Models with Todd Defren

DUE IN CLASS: Personal Social Media Audit

Week 2: Networks 101

Tuesday, August 27

Before class, please read/watch:

What Is Web 2.0

Social Network Sites: Definition, History, and Scholarship

Thursday, August 30

Before class, please read/watch:

SCMD 110: Setting Up Your Social Media Profiles

Best Practice Guide: Marketing on Facebook

Wayback Machine screenshot showing a URL: <http://coding2day.com/sm.htm>. The page title is "Sheryl Sandberg" and the page content is "Twitter works" by Jess. The calendar shows the date August 29, 2014, highlighted in yellow. The Wayback Machine logo is visible in the bottom left corner.

You must pass the SCMD 140 exam by 11:59 p.m. on Friday, September 13.

Week 3: Personal Branding & Social Etiquette

Tuesday, September 3

Before class, please read/watch:

SCMD 115: The Dos and Don'ts of Social Media Etiquette

5 Ways to Avoid Sabotaging Your Personal Brand Online

Why Profile Photos Matter — Is Yours Appropriate?

Thursday, September 5

Before class, please read/watch:

HOOT 100, 105, 110: Getting Started With HootSuite

Personal Branding Helps Journalists, Media Professionals Stand Out

Reuters Editor Discusses Social Media Etiquette For Professionals

What Every College Student Should Post on LinkedIn

Week 4: Measurement Basics

Tuesday, September 10

Before class, please read/watch:

Social Media Measurement: A Step-By-Step Approach

End to End ROI Tracking with HootSuite & Google Analytics

Case Study: Anatomy of a Tweet

Thursday, September 12

Before class, please read/watch:

HOOT 120, 130, 140: Getting Started With HootSuite

Using Social Media for Global Growth: The Airbnb Story

Hop Aboard the Mobile Marketing Train

Week 5: Influence

Tuesday, September 17

Before class, please read/watch:

Is that all there is? A literature review and potential approach to measuring influence in social media

Do You Have Klout?

Thursday, September 19

Before class, please read/watch:

Influence and Passivity in Social Media

Klout for Business

HOOT 200-240: Advanced Tactics with HootSuite Pro

You must pass the HootSuite Certified Professional Exam by 11:59 p.m. on Friday, September 20.

Week 6: Engagement

Tuesday, September 24

Before class, please read:

Quantifying the Invisible Audience in Social Networks

Thursday, September 26

Before class, please watch/read:

Facebook Brand Pages: Rules of Engagement

The Engagement Project: Finding the Meaning in Memes
What "engagement" means to The Guardian's Meg Pickard

Facebook Metrics Defined: Engagement Rate
Twitter Metrics Defined: Engagement
Measuring Community Engagement: A Case Study from Chicago
Public Media

Week 7: FOMO / Midterm Exam

Tuesday, October 1

Before class, please read:

Do You Have Social Media FOMO? Take This Online Test To Find Out

Thursday, October 3

MIDTERM
EXAM

Group projects due by 5:00 p.m. on Friday, November 15.

Week 8: Social Media Policies

Tuesday, October 8

Before class, please watch/read:

The Social HR Imperative: How to Establish an Internal Social Media Philosophy & Brand

Guidelines for guidelines: Social media policies spark debate

There's No One-Size-Fits-All Social Media Policy In Journalism

Thursday, October 10

Before class, please read:

Associate Press Social Media Guidelines

Reaction to AP Social Media Updates

Reuters: Reporting From the Internet and Using Social Media

Week 9: Social Employees

Tuesday, October 15

Before class, please read/watch:

Top 5 Tenets Of An Effective Community Management Policy

You Started a Social Ambassador Program, Now What Will You Talk About?

How Walgreens' internal social program connects employees to answers

Putting Social to Work for Your Business

Thursday, October 17

No Class Meeting
FALL RECESS

Week 10: Virality

Tuesday, October 22

Before class, please read/watch:

What Makes online Content Viral?

Jonah Berger: How to Make Your Quest Contagious

Thursday, October 24

Before class, please read:

The dynamics of health behavior sentiments on a large online social network

What People Share on Facebook and Why They Share It

Week 11: Project 2014

Tuesday, October 29

In class: trend selection & assignment

Thursday, October 31

In class: Final proofs & promotion/measurement plan
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Week 12: Real-Time Marketing

Tuesday, November 5

Before class, please read:

How brands can plan for real-time moments

Real-Time Planning

Thursday, November 7

Before class, please read:

Real Time Marketing in The Real World. Or WhyYour Brand Newsroom Will Fail – Part2 1-7

Real Time Deck

Week 13: Crisis Communication

Group projects due by 5:00 p.m. on Friday, November 15.

Tuesday, November 12

Before class, please read/watch:

Digital Defense: Online Reputation Management in the Digital Age

Lessons Learned from HMV's Very Public Twitter Meltdown

Thursday, November 14

Before class, please read:

7 Ways to Hack-Proof Your Company's Social Media

Don't Be Scared; Be Prepared – How to Manage a Social Media Crisis

Week 14: Project Presentations

Tuesday, November 19
Presentation Practice

Thursday, November 21
Presentations: Schedule to come

Week 15: Crowdsourcing / User-Generated Content

Tuesday, November 26

Donald McMillan, Demographics Pro

Before class, please read:

What is Crowdsourcing?

Crowdsourcing as a Model for Problem Solving

5 brands that got fans to lend a hand

Frito-Lay Likes the Data From Doritos' 'Crash the Super Bowl'

Do brands need submission guidelines for fan-submitted content?

Thursday, November 28

No Class Meeting - THANKSGIVING RECESS

Week 16: Project & Course recap

Tuesday, December 3

TBD

Final Exam: Thursday, December 12, 4:00-6:00 p.m.

This site's code:

The code is a modification of Keyners freebie template. It's a responsive page coded in HTML5, CSS3 with a jQuery plugin and based on Skeleton grid.

Social



Get in touch

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