MCM 353: Social Media Content Production (Fall Semester 2017)

**Instructor:** Dr. Seth Bradshaw  
**Email:** bradshawsc@sfasu.edu  
**Phone:** (936) 468-1265  
**Office:** BO 302  
**Office Hours:** 12:30-2:39 pm MW  
3:15-3:45 pm TR  
*and by appointment*

**Class Location:** BO 209  
**Class Times:** MW, 2:30 -3:45 pm

**Course Description:**

Examines the development and use of social media techniques, including the newest technology across converged media platforms. Combines practical, hands-on applications with broader understanding of social media.

**Program Learning Outcomes:**

1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize and analyze discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.

**Social Media Minor PLOS:**

1. Demonstrate the ability to construct and create social media across platforms.
2. Analyze and apply data relevant to social media.
3. Demonstrate the application of media technology and terminology to develop social media.
4. Understand effective visual language and how to apply it to build creative social media.

**Student Learning Outcomes:**

1. Demonstrate strong creativity, ability and writing in creating social media.  
   Analyze the elements that make social media unique.
2. Research social media using libraries, archives, documents, databases and electronic sources.
3. Assess social media campaign effectiveness using at least two media formats in both written and visual form.
4. Demonstrate the ability to work within professional standards and deadline

Required Texts:


ISBN: 9780718033323 or 9780718033330

Assignments:

Participation (5%)
- In-class engagement
- 2 studies, mass communication or psychology

Case Study (10%)
Certification (10%)
SWOT/Objectives (10%)
Audience Analysis/Personas (10%)
Mid-term Exam (15%)
Social Media Exercises (20%)
Final Social Media Project (20%)

Grades:

Your final grade will be determined by summing your points from the assignments. The point values correspond to letter grades that will be determined at the end of the semester, and will follow this breakdown: 90% (450) and above = A, 80-89.9% (400-449.9) = B, 70-79.9% (350-399.9) = C, 60-69.9% (300-349.9) = D, and below 60% (0-299.9) = F.

Grading Breakdown:

1. Participation 25 pts
   - In-class engagement
   - 2 studies, mass communication or psychology
2. Case Study 50 pts
   - Content analysis
3. Certification 50 pts
4. SWOT/Objectives 50 pts
5. Audience Analysis/Personas 50 pts
6. Mid-term 75 pts
7. Social Media Exercises 100 pts

Your Points:
6. Final Social Media Project 100 pts __________

Total: 500 pts __________

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**Attendance Policy:**

**Absences:** Attendance is mandatory. Missing an assignment will result in grade of zero for that assignment. As it is not possible to participate in class without being physically present, extensive absences will result in a low score for participation.

**Late work:** Late work is not accepted except for approved university activity, personal or family illness or other documented emergency (see [http://www.sfasu.edu/policies/class-attendance-and-excused-absence-6.7.pdf](http://www.sfasu.edu/policies/class-attendance-and-excused-absence-6.7.pdf)).

**Academic Integrity (4.1):**

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- Using Or Attempting To Use Unauthorized Materials To Aid In Achieving A Better Grade On A Component Of A Class;
- Falsification Or Invention Of Any Information, Including Citations, On An Assignment; And/Or,
- Helping Or Attempting To Help Another In An Act Of Cheating Or Plagiarism. Plagiarism Is Presenting The Words Or Ideas Of Another Person As If They Were Your Own. Examples Of Plagiarism Include, But Are Not Limited To:
  - Submitting An Assignment As If It Were One's Own Work When, In Fact, It Is At Least Partly The Work Of Another;
  - Submitting A Work That Has Been Purchased Or Otherwise Obtained From The Internet Or Another Source; And,
  - Incorporating The Words Or Ideas Of An Author Into One's Paper Or Presentation Without Giving The Author Due Credit.

Please read the complete policy at [http://www.sfasu.edu/policies/academic_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp)
It is your responsibility to be aware of academic dishonesty—ignorance is not a defense. When in doubt, consult instructor.

**Students with Disabilities:**

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

**Acceptable Student Behavior:**

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

**Boynton Lab Schedule:**

The Boynton LAB will be available for weekly use. The LAB schedule will be posted by the second week of the semester.

**Lab Facility, Computers and Printers:**

Food and/or drinks are not allowed in the LAB due to the nature of the equipment. Please help us with this policy by being responsible for yourself first. Printing that is unrelated to your registered class (which uses Boynton 202 or 209 LAB) may revoke ALL printing privileges. Printing to the Color Printer requires approval and must be for specific class assignments. LAB assistants are available for general assistance. If you experience a problem with computer equipment, please note the problem in detail, computer used and report this information to the LAB assistant.

**Calendar:**
The following course schedule is tentative—I will be sure to give the class plenty of notice for any major changes.

<table>
<thead>
<tr>
<th>Date</th>
<th>Content</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, Aug 28</td>
<td>Introduce Course</td>
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| Wednesday, Aug 30 | What is/are Social Media?  
What is Content Creation?  | boyd et al 2007                    |
| Monday, Sept 4  | Ethics in Social Media:  
Fake news, Race, and Politics  | Pew Research Center              |
| Wednesday, Sept 6 | Social Media for Personal Use  
Social Support and Self-esteem  |                                |
| Monday, Sept 11 | Social Media for Business:  
Social Media Coordinator and Personal Selling  |                                |
| Wednesday, Sept 13 | Introduction to Social Media Advertising:  
Principles and Approaches  |                                |
| Monday, Sept 18 | Social Media Advertising:  
What succeeds/fails on Facebook  |                                |
<p>| Wednesday, Sept 20 | Social Media Advertising:  |                                |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Monday, Sept 25</td>
<td>Social Media Advertising: What succeeds/fails on Instagram</td>
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<tr>
<td>Wednesday, Sept 27</td>
<td>Social Media Advertising: What succeeds/fails on YouTube</td>
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<td>Monday, Oct 2</td>
<td>CRM Tools:</td>
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<td>Hootsuite, Hubspot, Social Sprout, Buffer, etc</td>
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<tr>
<td>Wednesday, Oct 4</td>
<td>Using Hootsuite, Hubspot</td>
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<td>Monday, Oct 9</td>
<td>Marketing → Advertising → Communication Goals</td>
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<tr>
<td>Wednesday, Oct 11</td>
<td>SWOT Analysis &amp; Audience Analysis</td>
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<td>Monday, Oct 16</td>
<td>Mid-Term</td>
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<tr>
<td>Wednesday, Oct 18</td>
<td>Creating content for Facebook</td>
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<td>Monday, Oct 23</td>
<td>Creating content for Twitter</td>
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<tr>
<td>Date</td>
<td>Topic</td>
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<tr>
<td>Wednesday, Oct 25</td>
<td>Creating content for Instagram</td>
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<tr>
<td>Monday, Oct 30</td>
<td>Creating content for YouTube</td>
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<tr>
<td>Wednesday, Nov 1</td>
<td>Identify and write Marketing  Advertising  Communication Goals</td>
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<td>Monday, Nov 6</td>
<td>Create SWOT, audience analysis</td>
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<td>Wednesday, Nov 8</td>
<td>Write copy to match goals, opportunities and audience</td>
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<tr>
<td>Monday, Nov 13</td>
<td>Select/create images to match goals, opportunities and audience</td>
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<tr>
<td>Wednesday, Nov 15</td>
<td>NO CLASS</td>
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<td>Faculty conference - Dallas</td>
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<tr>
<td>Monday, Nov 21</td>
<td>Thanksgiving Holiday—NO CLASS</td>
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<tr>
<td>Wednesday, Nov 23</td>
<td>Thanksgiving Holiday—NO CLASS</td>
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<tr>
<td>Monday, Nov 27</td>
<td>Cinemagraphs and Plutographs</td>
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<tr>
<td>Date</td>
<td>Activity</td>
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<tr>
<td>Wednesday, Nov 28</td>
<td>Cinemagraphs and Plutographs</td>
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<tr>
<td>Monday, Dec 4</td>
<td>Group Work Day</td>
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<tr>
<td>Wednesday, Dec 6</td>
<td>Group Presentations</td>
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<tr>
<td>Monday, Dec 11</td>
<td>Group Presentations</td>
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<td></td>
<td>Final Exam 1-3pm</td>
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