Social Media Content Production
MCOM-3353

Overview
MCOM 3353 Social Media Content Production (3 credits; fully online) spans 16 weeks. The course contains weekly readings, weekly discussion posts (SM Café), content creation, and a final project. These activities average at least 6 work hours each week to prepare outside of classroom hours. In so doing, students gain hands-on experience by experimenting with social media and mobile devices for content creation, newsgathering, distribution, and audience engagement. Students will also learn how to use analytics tools to monitor and analyze the effectiveness of their mobile and social media activity. This course examines social media techniques’ development and use, including the newest technology across converged media platforms. Combines practical, hands-on applications with a broader understanding of social media.

Learning outcomes
Students fully engaging with this class and completing all the assignments successfully will, as a minimum be able to:

▪ Create and enhance your own professional brand on social media platforms.

▪ Foresee, prepare for, and influence change.

▪ Use analytics platforms to monitor and analyze social media engagement and success.

▪ Gain the technical skills of mobile newsgathering through the use of mobile devices and apps to gather, produce, and distribute news content.

Course Evaluation & Grading
To get credit for this class, students need to meet the following requirements:

<table>
<thead>
<tr>
<th>SM Café</th>
<th>Vlogging Project</th>
<th>Podcasting Project</th>
<th>Midterm Exam</th>
<th>Final Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
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Details will be provided on D2L.

Books / Materials
There is NO required textbook for this course. Materials and supplementary content will be posted on D2L.

Milestones & Deadlines

- Sep 03, 2023
  Student Introductions via D2L + LinkedIn

- October 22, 2023
  Midterm Exam

- October 29, 2023
  Vlogging Project

- November 18 - 27
  Thanksgiving Break

- November 5, 2023
  Podcasting Project

- December 4, 2023
  Final Project Due
Grading
Each assignment has a score value corresponding to its percentage (e.g., 20% is a score value of 200 points), with a maximum of 1000 points for the entire course. You have access to your grading information on D2L.

The course outcomes will be assessed through the following mechanisms:

- **SM Café/Discussion (20%)** – This assignment requires reading the assigned case discussion, performing research, and applying course concepts to write a response to the Café conversation weekly. The assignment has two parts, each with its own due date.

  ◦ By Thursday, you are required to share your primary response. Your post should be clearly written.

  ◦ By Sunday, you should reply to at least two of your classmates’ posts. While it is ok to share your personal opinions and examples in your response, you should be sure to anchor your comments in ideas presented in the course materials.

  ◦ Your response should move the conversation forward—do not just restate their post, agree, and say “good job.” The goal of this assignment is to, at least in some ways, recreate the intellectual engagement of a seminar discussion. Your two graded responses should be approximately 150-200 words each. You are, of course, welcome to make additional responses to classmates’ posts if you’d like.

- **Vlogging Project (20%)** – For your vlogging project, you will need to choose to produce a Facebook/Instagram Reel OR a one-minute video featuring a brand/product/or event. You will need to provide a status or caption that explains your video. If you are simply talking, you will need to provide captions.

- **Podcasting Project (20%)** – For your podcast project, you may choose any topic that you like and produce a 5-5-minute podcast. You may choose to do an audio-only podcast or a video podcast. You will need to provide a transcript for either format. Your podcast needs to include a title, an intro, and a discussion of your topic. You may have someone be a guest on your podcast.

- **Midterm Exam (20%)** – You will have one midterm after the 7th week of the course. It will cover the first 7 modules of the course. Your Midterm Exam is due Sunday, Oct. 22 @ 11:59 pm. More details regarding the format of the midterm will be provided no later than a week before the exam. Makeups or extensions on the midterm will not be

Teaching Philosophy
My approach to teaching reflects my experiences with my own teachers and mentors, as well as my belief that learning spaces help explore emerging ideas. Students need to be engaged learners. I subscribe to the Japanese concept of Kaizen or “continuous improvement”. Students can achieve their personal and professional best if they continue to make small changes every day, ultimately leading to substantial positive impacts overtime. The process of continuous improvement demands that students reflect upon their daily routines.

Grading Scale:
- A (90-100)
- B (80-89)
- C (70-79)
- D (60-69)
- F (below 59)

Some other important points:
- I expect everyone to give this class their full attention and their full effort. And from my side, I will do everything I can to help you get the best from the class.
- All course material will be posted on D2L. Check it, use it. To be successful in this course, I recommend checking and participating in D2L daily.
- Check your SFA email account. All class correspondence will be sent to you via this account.
- Do NOT use ChatGPT and AI technologies.
given for any reason. It’s your responsibility to remember to log on and take your midterm before the deadline.

- **Final Project (20%)** – The goal of this project is to achieve the second learning outcome of this course which is to “foresee, prepare for, and influence change.” Particularly, it aims to train you on how to use social media for social change. In so doing, you will be assigned to a group/team (4 students max) of your choice.
- Once your group is ready, you will meet at your earliest convenience and work together to develop an important social issue you are passionate about—for instance, climate change, school bullying, social inequality, social safety, etc.
- Then, you will have time to:
  - Create a minimum of 10 posts on Instagram OR Facebook speaking about your chosen issue.
  - You will need at least 5 photographs OR infographic type posts and 5 video posts.
  - For the video posts, you can use IG reels, or any other [short] video, but you will need to post them on Insta or Facebook.
  - Videos should not be too long and have a clear message (1-2 minutes in length is a reasonable amount of time).
- **NOTE:** All photographs/infographics and videos should be taken by you as a group.

This project is divided into **two sections:**

1- **Final project proposal (5%)** -- Due on September 24 at 11:59 pm.
You will need to share the selected topic with me in a nice-organized Word doc. The documents should include your group names and a one-pager description of your choice and why you think this issue is worth mentioning.

2- **Final project report and presentation (15%)** -- due by Friday, Dec 4, at 11:59 pm.
At the end of this course, you shall create a presentation of sorts, reflecting on the project, how you applied what you learned in class when creating videos, posting, and engaging with your audience, and what the results of the project were (engagement, subscribers/followers, reach), and what lessons were learned from carrying out the project.
Course policies

Attendance Policy

This course is 100% online: “A distance education course in which 100 percent of the instructional activity takes place when the student(s) and instructor(s) are in separate physical locations. Requirements for on-campus or in-person orientation, testing, academic support services, internships/fieldwork, or other non-instructional activities do not exclude a course from this category” (Texas Higher Education Coordinating Board).

Academic Integrity

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy. Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.
Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Withheld Grades Semester Grades Policy (5.5)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Wellness and Well-Being
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.
If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

Mental Health
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of
resources to support student’s mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**

**The Dean of Students Office** (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

**SFA Human Services Counseling Clinic** Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

**The Health and Wellness Hub** “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

www.sfasu.edu/thehub

936.468.4008
thehub@sfasu.edu

**Crisis Resources:**

- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741

**Late submission of assignments**
Due dates for class assignments are communicated in this syllabus and on D2L. *All assignments are due on Sunday by 11:59 pm via D2L.* For each partial or complete day, an assignment is late, the grade will be lowered by 10%.
At-A-Glance Course Schedule

Below is an approximate schedule of classes. The syllabus is subject to change based on the needs of the class, and events during the semester. You will be kept up to date about any changes.

<table>
<thead>
<tr>
<th>August</th>
<th>Due: Sunday at midnight</th>
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<tbody>
<tr>
<td>28  Module 1</td>
<td>Intro + Syllabus and Course Overview</td>
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<tr>
<td>September</td>
<td></td>
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<tr>
<td>05  Module 2</td>
<td>Intro to Mobile Devices and Social Media</td>
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<tr>
<td>11  Module 3</td>
<td>Social Media &amp; the Active Audience</td>
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<tr>
<td>18  Module 4</td>
<td>Social Media for Reporting and Storytelling</td>
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<td>25  Module 5</td>
<td>Mobile Journalism</td>
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<td>October</td>
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<tr>
<td>02  Module 6</td>
<td>Social Media Engagement and Audience Analytics</td>
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<tr>
<td>09  Module 7</td>
<td>Freelancing</td>
</tr>
<tr>
<td>16  Midterm Exam</td>
<td>Due by Friday, Oct 14 @ 11:59 PM</td>
</tr>
<tr>
<td>23  Module 8</td>
<td>Vlogging</td>
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<tr>
<td>30  Module 9</td>
<td>Podcasting</td>
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<td>November</td>
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<td>06  Module 10</td>
<td>Promotional Content</td>
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<td>13  Module 11</td>
<td>Social Media Ethics and Policies</td>
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<tr>
<td>14  Module 12</td>
<td>Digital Devices and Social Media in Your Career</td>
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<tr>
<td>20  Thanksgiving Break</td>
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<tr>
<td>27  Module 13</td>
<td>---Team Work</td>
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<tr>
<td>December</td>
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<tr>
<td>04  Final Project</td>
<td>Due by Monday, Dec 4 @ 11:59 PM</td>
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