

## **COMM 345: Social Media Strategy**

Credits	3
Instructor	Jay Mindeman
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### **About the Professor**

I'm the creative director at an advertising / new media agency in Grand Forks. I bring a unique viewpoint to COMM theory because I deal with practical, real-life communications situations every day. Most importantly, I love technology and communication and how they have become fused together in wonderful ways.

Truly understanding the inner workings of modern communication is akin to powerful magic, giving you an insight into the world around you that others do not see.

### **Required Textbooks**

*Social Media Strategy* (Quesenberry) ISBN-10: 1442251530

*Jab, Jab, Jab, Right Hook: How to Tell your Story in a Noisy Social World* (Vaynerchuk) ISBN-10: 006227306X8

### **Course Description**

This course focuses on scholarly and commercial aspects of social media strategy as a Communicative practice. In particular, course topics include a variety of social media driven outcomes including social activism, constituent engagement, outreach and advocacy, reputation management, analytics and optimization, and enhancing the quality and impact of message transmission in the social online environment.

After successfully completing this course, you should be able to:

- Plan social media campaigns
- Create effective social media posts for most of the major platforms
- Construct a cohesive social media strategy

### **Course Overview**

Social media is about interaction. In addition to recorded video lectures, I'm going to assign some materials to review that will give you a background on the true nature and power of social media, then let you, the students, generate your own content - as well as your own social media plan - in order to put what you learn into practice.

The course itself will involve three overarching practices: Reading, Reviewing and Creating. Each of your Lessons will include components of these three practices. Turn your Lesson work in as a single PDF document via Blackboard.

**Reading** - Read the indicated chapters in the text(s), along with any supplemental online materials (which may include videos - note that closed captioning may not be accurate on all videos). In each Lesson you will answer an essay question related to the materials you have read and reviewed. You will be expected to research your answer, providing sources where applicable. Your answer will be one page long, 12pt double spaced type. It will be worth 10 points.

*Note: materials assigned for these assignments will also provide the questions for the exams.*

**Reviewing** - you will choose one piece of social media content that is related to the subject of our lesson (and its materials - see above) to review. It can be from any social media source mentioned in the Lesson's study materials, or even a new social media source (they seem to pop up every day) that relates to the content in the Lesson. You will review the post / blog that you select in light of the information provided in the Reading portion of the week's assignment. Did they accomplish their goals? How? Or did they fail? Tell me why. An example might be something like "Find a social media post written to make users curious enough to click for more information. Did it succeed? If so, why or why not?"

You will include a screenshot of the material you are reviewing (I include some links for tips on how to get screenshots later in this document, but it is also very easy to find via Google). The ephemeral nature of the web - especially social media - makes this necessary. This is required, so don't choose a post etc. where this is not possible. Do not send me links. Your Review itself should be one page long, 12pt double spaced type. This will be worth 5 points. Include the screenshot on the PDF as a separate page.

**Creating** - finally, you will be creating and posting your own content each week based on instructions I provide (see Required Social Media and How You Will Use Them below). I will point you toward a topic that relates to the Lesson's overall theme (which will in itself be related to the text etc.). I will also provide you with a goal, but will leave the specifics up to you. You will need to provide me with a screenshot of the post you have created. Double check your work to ensure that it is easy for me to read. Do not send me links. This part of the Lesson will be worth 5 points.

## **Exams**

There will be two exams in this course, a mid-term and a final. They will both be made up of short answer essay questions and will not require a proctor. The exams will each be worth 50 points.

## **Final Social Media Plan**

This final assignment is the course's ultimate application of the principles of "Create" that you will have learned. You will be expected to complete one 10-15 page paper that puts it all together. You will choose a client and spell out a one-year social media plan for them or for their product. This final plan acts as your final exam. More details are included with the Lesson itself.

***All assignments must be turned in via Blackboard.***

## **Required Social Media Accounts and How You Will Use Them**

This is a social media course, and to really experience this powerful new(ish) media paradigm, you're going to need to participate in it. You will be required to have the following social media profiles: Facebook, Twitter, Instagram. These are all free and you don't need to use them for anything other than this course. This means that if you wish to create profiles specifically for this course in addition to your own personal account on any given social media, feel free to do so. You could then close these accounts once the course is complete (hint - if you are creating temporary accounts, you will need a temporary email address for them).

This is how your accounts will be used: As part of each Lesson, you will make a post (based on some instructions from me). You will then take a screenshot / printscreen of that post and paste it into the PDF that you turn in. I don't want links - everything should be on the PDF. On the one hand, this means you will not be using video (hopefully I can determine how to do this in the future without exchanging a bunch of blind links) which is too bad, on the other hand, it gives you the opportunity to crop out anything you don't want me to view. You can get some advice on [screen shots here for Windows](#) and [here for Mac](#).

In other words, it would be fairly simple for you to use your existing accounts to post for this class, take a screenshot, then delete the post before anybody really noticed. It's also worth noting that you will not need to become "friends" with me or the university on any of these social media - I just want you to get practice using the real thing - and have proof that you did (via screenshot).

Need help setting up your social media accounts? Click on this course's "Tools" link and then select Hoonuit.

### **Technical Requirements / Assistance**

For technical assistance, please [contact UND Tech Support](#).

Most of you will use Microsoft Word to complete assignments (though you can use another word processing program if you prefer). All students are expected to use their official UND email address for any and all communication regarding this course. This [technical support webpage](#) contains information on your UND email address. It also describes how you can obtain a free version of Microsoft Office.

### **Minimum Technical Skills Needed**

In order to succeed in this course, at a minimum, you should be able to:

- Navigate in and use basic Blackboard functions
- Create, save, and upload/attach electronic documents
- Create and utilize various social media accounts (listed above)
- Take screenshots and import them into documents
- Take basic digital photos
- Access and NavigationAccess and Login Information

This course was developed and will be facilitated utilizing Blackboard. To get started with the course, [log in to Blackboard](#). You will need your NDUS.Identifier, Username and Password to log in to the course. If you do not know your NDUS Identifier or have forgotten your password, please [visit the help page](#).

## **Blackboard / Resources**

The course is organized into 14 Lessons. Ten of them are simple essay assignments made up of Read / Review / Create elements. There are four Lessons that are more unique. Lesson 6 is the midterm, Lesson 12 is your final social media plan, Lesson 13 is simply a work week with no assignment due and Lesson 14 is the final exam. Each Lesson will require you to complete the assigned reading, view the assigned lecture when applicable (via YuJa) and complete the assigned work (directions are unique to each Lesson). **See the *Schedule / Calendar link in Blackboard for dates, deadlines etc.***

Go to the Lessons link in Blackboard to find and complete each Lesson.

## **Course Requirements**

The student will access and follow all course instructions found in the Lesson area of the Blackboard course.

The student will view / listen to all online lectures provided in the individual Lesson folders.

The student will turn in the work assigned with each Lesson via Blackboard quizzes, including any exams and papers.

The student will complete and submit assignments electronically using the Blackboard assignment link found in the lesson folder.

## **Communication / Announcements**

Announcements will be posted periodically in Blackboard. Be sure to check the class announcements regularly as they will contain important information about class assignments and other class matters.

The very best way to contact me regarding this course is via email: [jay.mindeman@und.edu](mailto:jay.mindeman@und.edu). On weekdays from 8am - 5pm I will normally respond to emails within a few hours. On weekends or in the evenings, I normally respond to emails within 24 hours (though it is often much sooner).

## **Assessment and Grading**

This course is made up of a series of assignments and assessments to assist you in achieving the course learning objectives/outcomes. Each Lesson includes a combination of assignments, activities, readings, research, etc.

## **Course Evaluation**

You will be asked to complete an online course evaluation survey. Your feedback on the course is extremely valuable to me. Students' comments are used to improve the course over time.

When the time comes, please let me know which aspects of the course helped you learn — and which aspects might be modified to help future students learn more effectively.

Please note that the course evaluations are anonymous and that I won't see the results until after the grades for the course are submitted, allowing you to provide honest and constructive feedback.

If you have feedback to offer before the end of your time with the course, please let me know.

### **Grading Breakdown**

I will expect the same responsibility from you that you will give real employers and clients after you graduate. Treat this like a business, and you'll do great. Grades are calculated like this:

Lessons: 200 points (10 assignments X 20pts)

Mid-term Exam: 50 points

Final Plan: 100 points

Final Exam: 50 points

Final Grade = Total Points /4

The letter grade is calculated as follows:

- A 90 to 100%
- B 80 to 89%
- C 70 to 79%
- D 60 to 69%
- F 0 to 59%

### **Instructor Responsibilities and Feedback**

I will provide feedback on your work. When you come up short, I will offer suggestions for ways to improve. You should review my feedback on Blackboard and follow these instructions on subsequent Lessons in order to improve your scores.

If you have questions, I am very responsive via email. This is the best way to ask me to address your questions or concerns.

### **Scholastic Dishonesty and Plagiarism**

The University of North Dakota Communication Department takes scholastic dishonesty and plagiarism very seriously. Read the following information closely and complete the assigned tutorials and corresponding tests if you haven't already.

If you engage in scholastic dishonesty, disciplinary action at both the departmental and university level will be taken, which could result in failing the course and/or expulsion from the university. Examples of scholastic dishonesty include:

Recycling prior work: submitting work previously submitted and evaluated for course credit in prior sections of this course or in other courses.

Cheating: copying from another student's test; possessing or using material during a test not authorized by the person giving the test; collaborating with or seeking aid from another student during a test without permission from the instructor; knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an unadministered test; substituting for another student or permitting another student to substitute for oneself to take a test; bribing another person to obtain an unadministered test or information about an unadministered test.

Plagiarism: appropriation, buying, receiving as a gift, or obtaining by any means another person's work and the unacknowledged submission or incorporation of it in one's own work.

Collusion: unauthorized collaboration with another person in preparing any academic work offered for credit.

**All COMM majors and students taking COMM classes are required to pass a brief online course that teaches them how to recognize plagiarism.** This course was put together by Indiana University, which has kindly allowed us to utilize it for our own students. To pass the course, use the links provided below. Obtain the certificate, then upload it to the Lesson in this course entitled Plagiarism Certification some time before you complete the course. If you have already obtained this certificate, you don't need to take the Indiana University course again. Simply upload the certificate that you have already earned for all COMM courses. Finally, if you do not turn in this certificate before you complete this course, you will not receive a grade for this course. Note that if you are failing this course at the end of the term, you will earn a failing grade regardless of the status of your plagiarism certificate. With all that being said, this certificate is not worth any points. It is a pass / fail assignment.

Watch the "[How to Recognize Plagiarism](#)" tutorials here and [learn about registration / certification](#) tests here.

The Communication Program is committed to bringing the richness of cultural diversity to all students. Through active engagement, the Communication Program endeavors to provide multicultural opportunities, to reduce cultural stereotypes, to embrace cultural differences, and to promote respect for cultural diversity. All Students are subject to the University of North Dakota Code of Student Life, including, but not limited to, issues of Scholastic Dishonesty.

To request disability accommodations, please call Disability Services at 777-3425. Mission: The mission of the Communication Program is to provide students with a broad understanding of human communication in various contexts, across diverse cultures, and through multiple systems. The program engages students in lifelong learning that addresses socially and globally pressing communication challenges through scholarly, creative, critical, and practical curriculum and instruction.

**Goals:** We seek to achieve this mission by designing an interdisciplinary curriculum that respects the liberal arts tradition and exposes students to a variety of theoretical and practical experiences to become informed, engaged, and ethical global citizens. In particular, this course focuses on Goals 3 and 4 of the following:

Goal 1. Students will understand key foundational communication theories and best practices, and will be able to apply these concepts to scholarly and professional scenarios.

Goal 2. Students will become proficient in communicating critically, creatively, and ethically in diverse contexts and through multiple forms of media, including (though not limited to), written, oral, digital, and print-based communication.

Goal 3. Students will learn to conduct and report research in the broader discipline of Communication, including in (depending on courses/emphases taken:) journalism, digital communication, advertising, cultural, organizational, and health communication, public relations, speech communication, broadcasting, and other areas.

Goal 4. Students will demonstrate the knowledge they have acquired in their Communication coursework in an experiential learning environment, providing relevant and meaningful connections between their classroom work and the broader extended community.

### **University of North Dakota Policies & Resources Academic Integrity**

Academic integrity is a serious matter, and any deviations from appropriate behavior will be dealt with strongly. At the discretion of the professor, situations of concern may be dealt with as a scholastic matter or a disciplinary matter.

As a scholastic matter, the professor has the discretion to determine appropriate penalties to the student's workload or grade, but the situation may be resolved without involving many individuals. An alternative is to treat the situation as a disciplinary matter, which can result in suspension from the University, or have lesser penalties. Be aware that I view this as a very serious matter, and will have little tolerance or sympathy for questionable practices. A student who attempts to obtain credit for work that is not their own (whether that be on a paper, quiz, homework assignment, exam, etc.) will likely receive a failing grade for that item of work, and at the professor's discretion, may also receive a failing grade in the course. Read more in the [Code of Student Life](#).

### **Disability Support and Medical Services**

If you have emergency medical information to share with me, or if you need accommodations in this course because of a disability, please contact me. If you plan to request disability accommodations, you are expected to register with the Disability Support Services (DSS) office (180 McCannel Hall, 777- 3425).

If you have a temporary medical condition such as a broken arm or recovering after surgery, you may be able to arrange for courtesy services. In most cases, it is expected that you will make your own arrangements for these services. An example of a courtesy service includes access to a test scribe if the student has a broken hand. If you are unable to make your own arrangements, please contact DSS (777-3425). Unlike services and/or accommodations provided to eligible students with disabilities, the University is NOT obligated to provide courtesy services.

### **Resolution of Problems**

Should a problem occur, you should speak to your instructor first. If the problem continues to be unresolved, go to the department chair, and next to the college Dean. Should the problem persist, you have the right to go to the Provost next, and then to the President.

### **Notice of Nondiscrimination**

It is the policy of the University of North Dakota that no person shall be discriminated against because of race, religion, age, color, gender, disability, national origin, creed, sexual orientation, gender identity, genetic information, marital status, veteran's status, or political belief or affiliation and the equal opportunity and access to facilities shall be available to all. Concerns regarding Title IX, Title VI, Title VII, ADA, and Section 504 may be addressed to Donna Smith, Director of Equal Employment Opportunity/Affirmative Action and Title IX Coordinator, 401 Twamley Hall, 701.777.4171, [und.affirmativeactionoffice@UND.edu](mailto:und.affirmativeactionoffice@UND.edu) or the Office for Civil Rights, U.S. Dept. of Education, 500 West Madison, Suite 1475, Chicago, IL 60611 or any other federal agency.

### **Reporting of Sexual Violence**

If you or a friend has experienced sexual violence, such as sexual assault, domestic violence, dating violence or stalking, or sex-based harassment, please contact UND's Title IX Coordinator, Donna Smith, for assistance: 701.777.4171; [donna.smith@UND.edu](mailto:donna.smith@UND.edu); or visit the [UND Title IX site](#).

### **Faculty Reporting Obligations Regarding Sexual Violence**

It is important for students to understand that faculty are required to share with UND's Title IX Coordinator any incidents of sexual violence they become aware of, even if those incidents occurred in the past or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow UND to provide resources to help the student continue to be successful at UND. If you have been the victim of sexual violence, [learn more about confidential support services](#) at UND.