

SOCIAL MEDIA TODAY

CIMBA Program, Paderno del Grappa, Italy – Fall 2014

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Description of Course

Social Media Today is an overview of the development and evolution of social media use. This survey course is intended for anyone of any major. Though the course is a general survey course intended for anyone of any major, the primary objective is to provide you a context in which you can develop your own personally-relevant and professionally-applicable use of social media. In the course, we will explore the development of new media technology, its core theories and principles, and, finally, the strategies for effective social media use.

Objectives and Goals of the Course

Through reading and application of the principles in this course, students who successfully complete this course will:

1. Understand factors underlying the evolution of social media use
2. Recognize, explain, and apply the major concepts, theories, and issues in social media use
3. Improve their personal and professional use of social media
4. Understand and employ the strategies for effective social media use in creating a portfolio of personal and professional social media content.
5. Be able to critically analyze and evaluate the use of social media by companies and individuals

Texts

Social Networks: From Text to Video. Susan B. Barnes. Peter Lang Publishing

Engage! Brian Solis. Wiley

Reading Packet (PCKT)

The *fun part of social media is that it is always changing. You should stay up-to-date with the most important trends in social media. To do so, you may find it valuable to peruse the following sites:

<http://socialmediatoday.com>, <http://mashable.com/category/social-media/>, <http://pewinternet.org>

Grading System

97%-100%	A+	94%-96%	A	90-93%	A-
87%-89%	B+	84%-86%	B	80%-83%	B-
77%-79%	C+	74%-76%	C	70%-73%	C-
67%-69%	D+	64%-66%	D	60%-63%	D-
<60%	- #Fail				

Tentative Assignments and Percentage of Final Grade

Class engagement	25 points
3 Travel Blog Posts (25 points each)	75 points
Social Media Issue	100 points
Social Media Discovery Presentation	100 points
Social media campaign response	50 points
“Follow Me” Social media portfolio and personal reflection	150 points
Total:	500 points

Exams and Percentage of Final Grade

Quizzes will be over the readings and lectures

Quizzes: 3 (15 points each) 45 points

Grand Total: 545 points

Tentative Assignments

Class Engagement: Interaction is a major component of this class, so you are expected to attend all class sessions as well as participate openly and consistently in discussions.

3 Blog Posts and Weekly Travel Blog: While in this class, you will keep a weekly travel blog in which you will write about your experiences in this study abroad program. For this assignment, you will submit blog posts on three specific topics (listed below). The blog posts should be at least 350 words. In addition to these blog posts, you will also blog on other topics of your choice, at least one blog post per week. Your weekly posts can be shorter, but should be at least 200 words. At the end of the course, your complete travel blog will be turned as part of your social media portfolio and self-reflection project.

Topics:

1. Meet someone new in and from Paderno. This can be a local storeowner or other local community member. Blog about your meeting. If possible, include a photo.
2. Attend a cultural event and blog about your experience. The event should be more than visiting a historical site. You must view or experience a cultural presentation. Your blog post should feature a discussion of how it was different than your own cultural experience, and insight into the difference between the culture you're used to and this one.
3. Eat food that is unfamiliar to you and blog about your experience.

Social Media Issue: Find an issue that has significant discussion on social media (including Twitter, Facebook, LinkedIn, Reddit, etc.). Gather viewpoints on social media both for and against the issue. You should have at least 20 posts for each side. Analyze both sides and write a summary of the arguments about the issue. Once your analysis and write-up are complete, add your voice to the discussion by posting a comment on two social media sites (you may use your travel blog).

Social Media Discovery: Find a social media account to follow and persuade the class to follow the account. You should choose an account that has a significant amount of content. First you will gather the account's social media content, including, but not limited to, posts, videos, audio, and imagery. After you have compiled the content, you will put together a 3-5 minute persuasive presentation which you will present to the class.

Social Media Campaign Case Response: For this assignment you will choose either a good or a bad example of a social media advertising campaign, which you will discuss in a blog post of at least 350 words. In your blog post, you should include links to the material (actual video, imagery where possible). Your post should include the following information: 1) an overview of the campaign 2) indication whether it's a good or bad campaign, 3) rationale for your evaluation (*hint: it should be based on more than whether the campaign is funny or not. Think about the relevance of the message to you or people who might be interested in the product or ad. Did they use messages that would fill their wants and needs?*).

“Follow Me” - Social Media Profile and Personal Reflection: For your final project in this course you will put together a portfolio of your social media work in the class, including any content you've posted outside of official assignments. For the first page of this profile, you will write up a reflection of what these posts say about you and, similar to your social media discovery assignment, a persuasive argument why I should follow you on social media.

Course Policies

Attendance/Participation: Attendance policy is per CIMBA guidelines: Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/3 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program

Absences due to illness require a note from the CIMBA Undergraduate Office Staff and/or the Instituti Filippin medical staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence. If you miss a class for excused reasons, follow CIMBA guidelines, keep to the course schedule, and understand that you will be responsible for that day's material.

Academic Integrity: Plagiarism is submitting someone else's idea or work as your own, intentionally or unintentionally, without proper acknowledgment of sources. All sources must be properly documented according to a standard style (e.g., MLA, APA, CM). Incorrect acknowledgment or failure to cite sources will result in a zero grade for that project with the option to redo. See also UI's policy below.

Classroom Environment: We learn best in a comfortable, collaborative environment with common courtesy and respect to everyone. Disrespect or harassment of any type will NOT be tolerated; see <http://www.clas.uiowa.edu/faculty/teaching/policies.shtml> for UI's stated policies. Be professional and courteous during presentations and lectures. If you bring your laptop to take notes or use for a workshop, use it for coursework. In other words, while physically in class, be mentally in class as well. All accommodations for students with learning differences are made; please let me know what is needed.

Miscellaneous:

Class Interactivity: It is my intention to make classes interactive and enjoyable. When you come to class, come prepared to get involved. The more involved you are, the more enjoyable the class will be.

You are responsible for the assigned textbook readings as well as any handouts. Do NOT assume you can produce quality work without the textbook, which helps you contextualize the writing situations and conventions for your assignments and details basic technical and format procedures not covered in class.

Assignments and Tests. All work is due at the beginning of class. No late work will be accepted. No exceptions. There will be no make-ups for tests, no exceptions. Please keep backup copies of assignments and save returned assignments through the end of the course.

All work for this class must be your original work. Plagiarism and academic misconduct will not be tolerated. Ignorance of what constitutes plagiarism and academic misconduct is not an excuse. All cases of plagiarism will result in failure of the course and will be reported to CIMBA and the University of Iowa.

Preparation and participation are essential as this is not a lecture class – we learn from each other as we work on the various assignments. Please come prepared; do not hesitate to ask questions; and grant others the courtesy of your attention and feedback.

Several classes will be devoted to experiential learning which provide you an opportunity to learn while doing. Be prepared. These assignments may entail group work, peer reviews or instructor-led sessions. Actively engage and be a critical reviewer of peers' writing, in both content and presentation. Note: “critical” does not mean negative; rather, it is a careful, engaged analysis of the draft.

Saturday Classes: Due to the extensive amount of travel time incorporated into the CIMBA Undergraduate program, we may have a Saturday class or two (not during travel times) to ensure that we have the appropriate amount of class sessions (per UI regulations). If we meet on a Saturday, the date will be announced by the CIMBA office by the end of the first or second week.

Technology & computers. If you have a MAC, you should have a VGA connector for the overhead projector as many MAC's do not have a standard port. Also, team members should check for compatible software applications for sharing and sending documents. Saving documents as RTF (rich text format) or PDF usually ensures compatibility. Also, flash drives or USB's are very helpful for large files that may take some time to upload or download.

University of Iowa
The College of Liberal Arts and Sciences
Policies and Procedures

Administrative Home

The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall or see the CLAS [Academic Handbook](#).

[\www.clas.uiowa.edu/students/

[academic_handbook/index.shtml\]](http://www.clas.uiowa.edu/academic_handbook/index.shtml)

Electronic Communication

University policy specifies that students are responsible for all official correspondences sent to

their standard University of Iowa e-mail address (@uiowa.edu). Students should check their account frequently. (Operations Manual, III.II. [15.2](#). k.11.)

Academic Fraud

Plagiarism and any other activities when students present work that is not their own are academic fraud and are considered by the College to be a very serious matter. Academic fraud is reported by the instructor to the departmental DEO who enforces the departmental consequences. The Associate Dean for Undergraduate Programs and Curriculum is also informed. The Associate Dean enforces collegiate consequences which may include suspension or expulsion. See the [CLAS Academic Handbook](#).

Making a Suggestion or a Complaint

Students with a suggestion or complaint should first visit the instructor, then the course supervisor and the departmental DEO. Complaints must be made within six months of the incident. See the [CLAS Academic Handbook](#).

Accommodations for Disabilities

A student seeking academic accommodations should register with Student Disability Services and meet privately with the course instructor to make particular arrangements. For more information, visit this [site](#).
[\[www.uiowa.edu/~sds/\]](http://www.uiowa.edu/~sds/)

Understanding Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI [Comprehensive Guide on Sexual Harassment](#) at www.uiowa.edu/~eod/policies/sexual-harassment-guide/index.html for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather

In severe weather, the class members should seek shelter in the innermost part of the building, if possible at the lowest level, staying clear of windows and free-standing expanses. The class will continue if possible when the event is over. (Operations Manual, IV. [16.14](#). Scroll down to sections e and i for severe weather information.)

*The CLAS policy statements have been summarized from the web pages of the College of Liberal Arts and Sciences.

Course Schedule*

Class	Topic	Reading	Assignment
1	Intros, What's in Store		
2	Communicating Through the Internet, The Big 3+1	Barnes Ch. 1, Solis Ch. 1	
3	Social Networking	Barnes Ch. 2, Solis Ch. 2	
4	Social Networking	PCKT: Charlesworth 304-19 6 New Facts Facebook	Social Media Discovery
5	Online Presentation	Barnes Ch. 3 PCKT: Selfie	
6	Personal Branding	Solis Ch. 12, 15	Blog Post #1
7	Social Norms	Barnes Ch. 4	Quiz 1 (End of Class)
8	Internet Relationships	Barnes Ch. 6, Solis Ch. 18	
9	Building Your Network	Barnes Ch. 12	Blog Post #2
10	Virtual Communities	Barnes Ch. 7, Solis Ch. 19	
11	The Social Media Business Marketplace	Barnes Ch. 8, Solis Ch. 20	
12	User-Generated Content	Barnes Ch. 9 Packet: Mapping Twitter	
13	Relationships and Social Capital	Barnes Ch. 10	Blog Post #3
14	Social Capital Case	PCKT: CDC Zombies	Quiz 2 (End of Class)
15	Social Media Marketing	Solis Ch. 21, 22	
16	Strategic Social Media	Packet: Charlesworth 320-333	Social Media Issue
17	Social Media Metrics	PCKT: Strauss 44-55, Future of Social Media ROI	
18	SEO	PCKT: Charlesworth 188-221	Social Media Campaign Response
19	Misbehavior online, Social Issues and Networks	Barnes Ch. 5, 11 PCKT: Work Clash	
20	Issues Management and Social Media	PCKT: Millennials Need Brushup, Fans in Spain, Slurs Against Colombian Player	Quiz 3 (End of Class)
21	Final Project and Presentations		"Follow Me" Portfolio

**Course schedule subject to change*