COMM 330 – EFFECTIVE USE OF SOCIAL MEDIA FOR PUBLIC RELATIONS
Syllabus – Fall 2015 Term
CAC BUILDING 239 • 11 a.m.-12:15 p.m., Monday/Wednesday
Instructor: Kit Kiefer
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Virtual office hours via Facebook (Kit Kiefer), Twitter (@KitKatUWSP), LinkedIn, and email

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Course Objective

After taking this class, you should have a working knowledge of the social-media forms currently being used by organizations to public relations, how they're being used, and how to formulate general rules of use that you can apply to future social-media tools. You'll also learn how public relations is being changed by social media, and the best practices for using social PR in a variety of special settings, like healthcare, the arts, non-profits, and in crises. Finally, you'll learn how to best use social media to further your own personal brand. The focus of this class is real-world preparation and applications.

Required Text

Solis, B., & Breakenridge, D. (2010). *Putting the public back in public relations*. Upper Saddle River, NJ: FT Press. The text does a reasonable job with overarching themes. I know you're concerned that we're using a five-year-old text in a social-media class, but don't worry: I'll be supplementing the text. You will be sent electronically a list of links to roughly 100 articles on social media. Many of them are news items; almost all of them are short. You should read them, since they will either appear on the test or will be useful to you in your classwork. You aren't required to read them, but if you don't you may not like the consequences.

Attendance & Timeliness

One-quarter of your grade will be based on in-class participation, so get here on time, be ready to participate, and get your assignments done. This class is not going to ask a lot out of you outside of class, but classes are going to be run like business meetings, and you don't get anywhere in business meetings if you don't show up on time, aren't prepared, and don't speak up. Along those lines, if you are 10 minutes late for class, you receive a participation grade of 0 for that day. Finally, leave the cell phones and tablets in your bags unless you're asked to use them for an assignment (which may happen).

Grading Scale

Final grades for COMM 330 are based on the following percentages (subject to modification at the instructor's discretion):

A	B	C	D	F
100-96% = A	92-90% = B+	82-80% = C+	72-67% = D	66-00% = F
95-93% = A-	89-86% = B	79-76% = C		
	85-83% = B-	75-73% = C-		

Class Assignments – There are 1,050 points available in COMM 330, allocated as follows (and subject to change):

Assignment	Total Points Available
Class participation	250 points
Social-media introductory presentation	100 points
In-class assignments	150 points
Personal-branding exercises	150 points
Midterm	100 points

Capstone social media assignment – Social Media Plan	150 points
Final Exam	100 points
Arbitrary and capricious whims of the instructor	50 points
TOTAL POINTS AVAILABLE FOR SEMESTER	**1,050 points**

More on Class Assignments

Assignments should be approached as if you were in charge of social media at an organization and your boss asked you to do a project. If it wouldn't cut it in the business world, it's not going to cut it in class. If you have any questions on what that entails, ask me.

It goes without saying (yet I'm saying it) that all assignments should be completed on time, should be relatively attractive, and should be well-written, with attention paid to grammar, spelling, and wordiness. I'm a professional writer and a grammar freak, and while I'll cut you some slack, I don't have much tolerance for needlessly sloppy writing. Any graphics-related assignments should be clean and attractive. Videos should be functional first, fancy second.

Remember: You're trying to sell your boss (a/k/a me) on whatever you've been assigned. If you've been assigned an overview on a social-media channel, you want to convince me to allow you to use that channel for public relations, or convince me not to use a given channel. Before turning in an assignment, ask yourself, "Would I go along with what I'm saying based on what I'm turning in?"

More on Personal Branding

One of the things you will learn in this class is that the most important brand you will represent throughout your marketing, journalism, and PR career is your own — you. As such, your personal-branding process through social media starts *now*. We will discuss the aspects of your personal brand in class, and then you will be assigned a social-media channel or channels to use to build that brand. For your personal-branding exercise, you will be asked to create new accounts in the channels you're assigned. While most of you have been engaging in personal branding via social media for some time, the accounts you're using now are off-limits for our exercise. The only accounts you'll be grade on are the new ones you've been assigned. You are expected to follow and interact with your fellow class members/branders on their assigned channels. You will be graded on how well you use your assigned channels to further your personal brand, and the hope is that you will continue this branding exercise after the class has finished.

In-Class Writing – Participation

Expect there to be assignments — I prefer to call them "social-media crises" — that will pop up at any time during any class period. Basically you will be given a case study with some relevance to the topic being discussed, and be asked to formulate a plan for addressing it in a limited amount of class time. If you are prepared and use common sense you will do well. And just to be very clear: Being prepared means bringing paper and a writing instrument to every class.

Guests

We will have professional guests working with the class from time to time, either live or via Skype. Some of these people are working at the highest levels of their professions. Please treat them with respect and give them your undivided attention. If you don't, you will receive a participation grade of 0 for the day.

UWSP Values Statement

The University of Wisconsin-Stevens Point values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students and instructors. This set of expectations is known as the Rights and Responsibilities document, and is intended to help establish a positive living and learning environment at UWSP. To view a copy of the document, click on: http://www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilites.aspx

Statement on Disabilities Services

The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions such as UWSP to provide reasonable accommodations for students with disabilities. For more information about UWSP's policies, click on: http:www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf

If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center. From there, you can share with the instructor any special accommodations that will assist you in being successful in this course. The Disability and Assistive Technology Center is located on the sixth floor of the Learning Resource Center. You may also click on: http://www4.uwsp.edu/special/disability

Class Schedule (Subject to change at any time)

WEEK	DAY	DATE	TOPIC	READING/ ASSIGNMENT
1	Monday	Aug. 31	No Class	
	Wednesday	Sept. 2	Syllabus Review – Introductions -- What is Social Media?	Social-media channel assignment Personal-branding assignment Mary Meeker's "State of the Internet" report Sree's 50 social-media tips
2	Wednesday	Sept. 9	Social-Media Channels	Textbook Ch. 12; Reading list
3	Monday	Sept. 14	Social-Media Channels Overview II	Reading list
	Wednesday	Sept. 16	Social-Media Channels Overview III	Reading list
4	Monday	Sept. 21	Social Media in a PR World	Textbook Ch. 1; Reading list
	Wednesday	Sept. 23	PR in a Social-Media World	Textbook Chs. 2-3; Reading list
5	Monday	Sept. 28	Social-Media Fails	Reading list
	Wednesday	Sept. 30	Paid Content	Reading list
6	Monday	Oct. 5	Brand Interaction – Real or Fallacy?	Reading list
	Wednesday	Oct. 7	Social Media & the New Newsroom/New Newsmakers	Textbook Chs. 8 and 17; Reading list
7	Monday	Oct. 12	Social Media and Politics	Reading list
	Wednesday	Oct. 14	Social Media and the Arts/Entertainment	Reading list
8	Monday	Oct. 19	Social Media and Non-Profits	Reading list
	Wednesday	Oct. 21	Social Media and Healthcare	Reading list
9	Monday	Oct. 26	MIDTERM	
	Wednesday	Oct. 28	Creating Effective Social-Media Strategies	Capstone presentations
10	Monday	Nov. 2	Creating a Social-Media Program	Reading list
	Wednesday	Nov. 4	Managing Social Media in an Organization	Reading list
11	Monday	Nov. 9	Internal Social Media	Reading list
	Wednesday	Nov. 11	Social-Media Planning and Scheduling	Reading list
12	Monday	Nov. 16	Social-Media Measurement	Textbook Ch. 18; Reading list
	Wednesday	Nov. 18	Social-Media Measurement Tools	Reading list
13	Monday	Nov. 23	Social Media and Gender	Reading list
	Wednesday	Nov. 25	Social Media and Race	Reading list
14	Monday	Nov. 30	Social-Media Careers	Reading list
	Wednesday	Dec. 2	Capstone Presentations	Reading list
15	Monday	Dec. 7	Capstone Presentations	
	Wednesday	Dec. 9	Capstone Presentations	
16	Tuesday	Dec. 15	10:15 a.m. to 12:15 p.m. – FINAL EXAM	