

MMC 6XXX SOCIAL MEDIA FOR COMMUNICATORS SYLLABUS 2017-18

Course description.

This is a sixteen-weeks course aimed to provide the students the tools and strategies needed to find and distribute news on social media, to engage the community in the discussion, to find story ideas, sources and track trends, to attribute information and to verify it, and to help them leverage social media's attributes to build and develop their own brand.

As a teaching method, the course will use lectures, class discussions, guest speakers, case studies, homework, and a final project.

Student learning objectives

At the end of the course the students should understand the impact of social media in politics, the economy and the culture, and how social media is modifying news consumption patterns. They will learn how to provide high quality content through the wide variety of social media platforms.

The students will learn:

- Best practices in social media: do's and do not's.
- Social media strategies to engage the community
- Social media ethics
- How to verify and attribute information on social media
- Emerging platforms and trends
- Researching tools
- How to build their own brand
- Case studies

Students will be required to have a blog connected to their Twitter, Facebook and LinkedIn accounts.

The hashtag for the class: #sljsocial

Required readings:

- "Mom, this is how Twitter works," by Jessica Hische,
- "Now Playing - The Night of the Living Tech" by Steve Lohr,
- "The Future of Social Media in Journalism," by Vadim Lavrusik,
- Martin Nisenholtz's speech on The Importance of Engagement,
- Paul Adams (user experience researcher at Google) on "The Real Life Social Network v2,"
- Zach Seward on "Five years of Facebook: How it redefined what we consider news."

- 80+ social-media policies, compiled by SocialMediaGovernance.com
- Instant branding tools - list by Jeremy Caplan
- Personal Branding blog - by Dan Schwabel | Build your brand via Facebook
- Own Your Online Brand - by Fred Wilson, venture capitalist
- What's in a name? Backstories to some journalists' personal brands
- Branding and the Me Economy - NYT column by Anand Giridharadas

Other sources:

- Twitter Guide for Newbies & Skeptics: <http://bit.ly/twitterideas>
- @mashable's Twitter guide: twitter.mashable.com
- [@paulboutin's](http://twitter.mashable.com) Twitter for beginners
- The power of the retweet (here: Trends from 2010: <http://yearinreview.twitter.com/trends/>),
- Guidelines from TwitterJournalism.com
- Guidelines from National Association of Science Writers
- CoverItLive: tools for doing better group coverage of live events

During the course, you must:

- Post at least three tweets per day, including the weekend
- At least two tweets a day must include the #sljsocial
- At least one tweet a day should be a Retweet with a comment
- At least one FB comment with a photo
- At least one live video of 1 minute with a comment per week.
- Follow at least 25 new people per week

Final Assignments:

- Develop a plan to build your own brand.
- Live Tweeting. Tweet a Miami-Dade Council meeting, a speech, a convention or conference or a sports event.
- Develop a multiplatform content strategy

COURSE SCHEDULE

Week One: History of Social media

Week Two: The technology that made social media possible

Week Three: Social media law and ethics

Week Four: Introduction to Twitter

Week Five: Mastering Twitter. Setting up Hootsuite and Tweetdeck

Week Six: Introduction to Facebook and Youtube

Week Seven: Mastering Facebook and Youtube

Week Eight: Geolocation and Foursquare, etc. and location.

Week Nine: Google+, Tumblr, Reddit, Instagram, and Storify

Week Ten: Niche social networks

Foursquare, SCVNGR, FoodSpotting, Gowalla, Loopt (location)

Quora, Formspring, Kommons (social news)

Digg, Reddit, StumbleUpon, Google Buzz (news)

TripAdvisor, Triplt (travel)

Yelp, Citysearch (business reviews)

GoodReads, Shelfari (books)

Meetup (events)

Google Groups, Yahoo Groups (email)

asmallworld (elite)

OK Cupid, JDate (dating)

Farmville, Xbox LIVE (gaming)

BlackPlanet (race)

Foodspotting (food)

Last.fm, Pandora (music)

Tumblr, LiveJournal, Plurk, Posterous (blogging)

YouTube, Vimeo, Flickr, Dailybooth (video or photos)

Week Eleven: Ethics and verification

Week Twelve: Building and developing your brand;

Week Thirteen: Metrics and analytics: Twitter, Facebook, LinkedIn and Paper.li.

Week Fourteen: Invited guest lecture

Week Fifteen: Invited guest lecture

Week Sixteen: Final project

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