

Communication 330 - Effective Use of Social Media in Public Relations
11:00-12:15 Tuesday/Thursday
Room 236 (CAC)

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Office: 329 CAC

Office Hours: Weds 1:00-3:00pm and by appointment

Course Overview and Objectives:

Effective use of social media by an organization is more involved than crafting the perfect tweet. This semester, we will analyze some of the more prominent examples of (in)effective use of social media platforms by organizations across a variety of industries.

The required texts offer two different, yet complementary perspectives that should help prepare you for some of the internal and external considerations that are involved in crafting the social media strategy for an organization.

By the end of the semester, you should be fluent in best social media practices for an organization, and familiar with common obstacles that can work against an implementation strategy. You will reach out to social media experts, and enhance your ability to conduct online research. Finally, you will have several opportunities to work individually and in groups and hone your professional presentation skills.

You should take notes and come prepared to engage in a substantive discussion on the assigned readings. Participation in discussions each week are worth as many points as the final.

Required Texts:

Barger (2012) *The Social Media Strategist: Build a Successful Program from the Inside Out.*

Dietrich (2014) *Spin Sucks: Communication & Reputation in the Digital Age.*

Additional required readings will be made available online.

Attendance Policy

Attendance is mandatory. Treat this class as you would a job.

On occasion, an absence is unavoidable. As a general rule, it is always better to notify someone before you will be absent, rather than after.

If an explanation is reasonable and the absence is rare, the course grade will not be affected. Excessive tardiness and/or absences will result in reductions in your professionalism grade.

Late Work

Deadlines matter in the workplace, and there are consequences if you fail to deliver. Work submitted after the deadline has passed will receive a 20 percent deduction. For each subsequent 24-hour period that elapses, an additional 5 percent will be deducted until the assignment is turned in.

Plagiarism and Academic Misconduct

You are expected to do original work. Recycling work you have previously done is known as self-plagiarism. When you use information or images that you did not create, you need to indicate that.

Section 14.03 of the UWSP code defines academic misconduct as occurring when a student takes any of the following actions:

- ◇ Seeks to claim credit for the work or efforts of another without authorization or citation;
- ◇ Uses unauthorized materials or fabricated data in any academic exercise;
- ◇ Forges or falsifies academic documents or records;
- ◇ Intentionally impedes or damages the academic work of others;
- ◇ Engages in conduct aimed at making false representation of a student's academic performance; or
- ◇ Assists other students in any of these acts.

The potential consequences of academic misconduct include failing the class, being placed on disciplinary probation, being suspended, or being expelled from UWSP.

The stakes are far too high to take risks in this area. Let me know if you need clarification.

Beyond the ethical considerations, part of the fun in this class and in the field is playing with ideas. It is far more rewarding to be inspired and find your own voice than it is to steal someone else's effort and hope you don't get caught. It's a better way to live; as Mark Twain put it, "If you tell the truth, you don't have to remember anything."

Course Requirements and Grading

ASSIGNMENT	POINTS
Notebook & Participation	100
Self-Study	40
Ask an Expert	40
Follow That Hashtag	40
Reading Selection	40
Email Assessment	40
Midterm	100
Final	100
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TOTAL	500

Grading

Work will be graded against a publication standard.

An "A" is Outstanding. This grade rewards work that is of a professional caliber. The writing is clear, organized and precise, and requires virtually no editing. Any edits are relatively cosmetic and subjective. In short, the work would not require changes prior to being submitted to a client or editor.

A "B" is Good. This grade reflects work that could be raised to professional standards without extensive editing. The work needs minor revisions in terms of reorganizing, rewriting and/or reformatting. A "B" doesn't necessarily have anything wrong, but does have identifiable areas for improvement.

A "C" is Adequate. This work indicates a relatively significant problem in at least one area, such as research, analysis, grammar, strategy, or formatting. It does not measure up to professional quality but might be saved with extensive revisions. This is work that a boss might consider a first draft.

A "D" is Unacceptable. This work is substandard, even for a classroom setting. The research and analysis may be unprofessional, the writing may be unclear, and/or ungrammatical. The work may contain factual errors and/or critical omissions, or may show little concept of basic strategic judgment.

An "F" is Failing. This grade reflects completely unacceptable work, and conveys the impression that the student did not take the assignment seriously.

Additional Resources

The [Mary K. Croft Tutoring-Learning Center](#) offers assistance with writing, technology, and study skills. It is located in room 018 of the Learning Resource Center (in the basement of the library), and you can set up an appointment by stopping by or calling 715-346-3568.

Any student who anticipates they may need an accommodation based on the impact of a disability (including mental health, chronic or temporary medical conditions) should contact me privately to discuss specific needs.

The [Disability and Assistive Technology Center](#) offers assistance and documentation for students with disabilities. It is located in room 609 of the Learning Resource Center. You can contact them at 715-346-3365 or via email at datctr@uwsp.edu. Students registered with the DATC may provide their Notice of Accommodation letter (yellow forms) during office hours, via email, or after class.

The [UWSP Counseling Center](#) is available to help you deal with the stresses of college life. There are licensed mental health professionals who can help. It is located on the 3rd floor of Delzell Hall at 910 Fremont Street. Contact them at 715-346-3553, or via email at counsel@uwsp.edu.

SCHEDULE

Subject to change. Students are responsible for noting changes announced during class.

Readings listed on a particular date should be completed before class begins.

Assignment denotes something that will be discussed & assigned that day.

Due indicates an assignment is due before class begins that day. If "in-class" is mentioned, that assignment will be assigned and due on that day.

Tues., Sept. 6

Introductions

Class Overview

Key Terms

In-text citations explanation; citing sources; plagiarism

Thurs., Sept. 8 - Memetic Communication

Assignment: Self-Study

Tues., Sept. 13 - Overview

Readings:

Barger: Introduction & Chapter 1 "The Lay of the Land": pp. xix-16

Dietrich: Introduction: pp. 1-6

Thurs., Sept. 15 - Positioning

Readings:

Dietrich - Tell Your Story pp. 7-37

Due: Self-Study Assignment

Tues., Sept. 20 - Research

Readings (Available Online):

Don MacLeod, How to Find Out Anything (2012) Chapter 8, Company and Business Research (pp. 161-197)

Assignment: Ask an Expert

Thurs., Sept. 22 - Dark Side of Content

Readings:

Dietrich - Scammers, Liars, and Beggars 59-96

Tues., Sept. 27 - Branding

Readings:

Dietrich - Your Brand; Your Customers pp. 97-108

Thurs., Sept. 29 - Dietrich Discussion

Readings:

Dietrich - Spin Sucks 109-146

(Convergence of media, Crisis Coms, Future of Coms)

Tues., Oct. 4 -- Reader Comments

Readings (Available Online):

*Jay Rosen (2006). The People Formerly Known as the Audience.

http://archive.pressthink.org/2006/06/27/ppl_frmr.html

*McCluskey, M. & Hmielowski, J. (2011). Opinion expression during social conflict. *Journalism*,

<http://jou.sagepub.com/content/early/2011/09/09/1464884911421696>

Thurs., Oct. 6 -- Assignment Overview Extravaganza

-Last-Minute: Ask an Expert Questions

-Assignment: Follow That Hashtag

-Assignment: Email Assessment

-Guided Readings Preview

-Midterm Preview

Tues., Oct. 11 - Expert Roundtable

Due: Ask an Expert

Thurs., Oct. 13 - GUEST VISITOR

Tues., Oct. 18 -- Guided Readings #1:

Barger - Chapter 4 "The Social media Evangelist": pp. 49-66

Thurs., Oct. 20 -- Guided Readings #2:

Barger - Chapter 5 "Deal Breakers": pp. 67-80

Due: Follow that Hashtag

Tues., Oct. 25 -- Guided Readings #3:

Barger - Chapter 6 "ROI and Measurement": pp. 81-98

Thurs., Oct. 27 -- Guided Readings #4:

Barger - Chapter 8 "A Solid Social Media Policy": pp. 111-130

Tues., Nov. 1 -- Guided Readings #5:

Barger - Chapter 9 "Teaching the Organization to Fish": pp. 131-150

Thurs., Nov. 3 -- Guided Readings #6:

Barger - Chapter 10 "Working with Bloggers": pp. 151-176

Tues., Nov. 8 -- Guided Readings #7:

Barger - Chapter 11 "Moneyball: Winning Big by Going Small": pp. 177-194

Thurs., Nov. 10 -- Guided Readings #8:

Barger - Chapter 12 "When all Hell Breaks Loose": pp. 195-232

Tues., Nov. 15 -- Guided Readings #9:

Barger - Chapter 13->Afterward "Three Mile Island: The GM Bankruptcy Crisis": pp. 233-262

Thurs., Nov. 17 - MIDTERM

Tues., Nov. 22 - Flex Period

Thurs., Nov. 24 **NO CLASS - THANKSGIVING BREAK**

Tues., Nov. 29 - Celebrities & Social Media

(Readings Available Online)

*Deepa Seetharaman. "What celebrities can teach companies about social media" *The Wall Street Journal*, Oct. 14, 2015:

<http://www.wsj.com/articles/what-celebrities-can-teach-companies-about-social-media-1444788220>

* Alice Marwick & danah boyd (2011). To see and be seen: Celebrity practice on Twitter. *Convergence* 17: 139

* Reader's Choice Preview

Thurs., Dec. 1 - Ethics / Crisis Communication

* William Benoit, "Image Repair Discourse and Crisis Communication," *Public Relations Review*, 23(2): 177-186.

* In-class activity: Be familiar with the Benoit reading to participate in a class activity.

*Due: Reader's Choice Selections due via email before class begins.

Tues., Dec. 6 - Reader's Choice #1

Thurs., Dec. 8 - Reader's Choice #2

Tues., Dec. 13 - Reader's Choice #3

Thurs., Dec. 15 - Last Day of Class

Due: Email Assessment

Assignment: Preview the Final

Let me know if you have questions - I'm here to help!

-nathan