

DIGM 365: Innovation and Social Media

Department of Communication Arts

Summer 2020

“Gold there is, and rubies in abundance, but lips that speak knowledge are a rare jewel” Proverbs 20:15.

INSTRUCTOR

Luis C. Almeida, Ph. D.

OFFICE LOCATION

On-Line

PHONE NUMBER

601-791-0658

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LOCATION AND MEETING TIME

On-line

OFFICE HOURS

By Appointment

TEXT

Vaynerchuck, G. (2013). Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy, Social World. New York, NY. HarperBusiness.

UNIVERSITY MISSION STATEMENT

Lee University is a Christian institution which offers liberal arts and professional education on both the baccalaureate and master's levels. It seeks to provide education that integrates biblical truth as revealed in the Holy Scriptures with truth discovered through the study of arts and sciences and in the practice of various professions. A personal commitment to Jesus Christ as Savior is the controlling perspective from which the educational enterprise is carried out. The foundational purpose of all educational programs is to develop within the students knowledge, appreciation, understanding, ability and skills which will prepare them for responsible Christian living in a complex world.

CATALOG DESCRIPTION

A course designed to engage students in the social media world both practically and theoretically. Students will use key social media innovations and explore the implications of social media upon interpersonal interaction, business, marketing, politics, religion and human cognition.

Prerequisites: COMM-200

Credit Hours: 3

I. PURPOSE

This course is designed to explore basic concepts of innovation and social media with a focus on public relations. Throughout the course, we will explore the evolution and adoption of new media technologies

focusing on their impact on communication, but also exploring the impact on economics, politics, religion and community. We'll examine key moments in communication and media history to gain a perspective on the nature of technological innovation and change.

II. OBJECTIVES OF COURSE

A. General learning objectives

This course seeks to:

1. Introduce students to major social media networks
2. Learn the proper use of each network, including target demographic and brief history
3. Discuss quality vs. quantity in relation to social media posting
4. Discover how to measure social media
5. Learn about the diffusion of information and the viral nature of the web
6. Learn about social media use in crisis situations
7. Introduce SEO/SEM and other relevant concepts in the social sphere

B. Specific behavioral objectives

1. Explain the proper personal and professional use of major social media networks
2. Properly engage with varying entities on social networks
3. Defend a social media campaign and quantify its existence
4. Develop a basic social media policy
5. Explain how an item went viral, and trace its route
6. Explain how to handle a social media crisis
7. Evaluate a corporation's use of social media

III. TOPICS TO BE COVERED

- A. Social media policies
- B. Blogging
- C. Innovation and technology
- D. Social media implementation
- E. Quality content
- F. ROI and measurement
- G. Viral web and crisis communication
- H. Monetizing and monitoring social media
- I. SEO/SEM
- J. Reputation management

IV. INSTRUCTIONAL PROCEDURES

- A. Lectures and presentations
- B. Guest speakers
- C. Classroom discussions
- D. Examination and use of social media
- E. Reading and writing Assignments

V. RESPONSIBILITY OF STUDENTS

- **Develop an attitude of professionalism** and treat your work in this class as you would any other professional situation.
- **Attendance** — In this class, attendance is highly recommended but is optional. • **Deadlines** -- Complete all assignments according to the syllabus. One letter grade will be deducted from

assignments turned in up to three days from the deadline. Assignments submitted up to one week after the due date can be accepted by with a two letter reduction. After a week, submissions will not be allowed.

- **Electronic Submission of Work** – Students are to submit their course assignments via email to lca120@gmail.com. • Submit original written work that meets the following guidelines (unless otherwise instructed): computer-generated (a.k.a. typed), single-sided, 8½” x 11” white paper, 1” margins, 12 point Times New Roman, double-spaced, stapled in the upper left-hand corner (if multiple pages), consistent application of APA style, and free of factual, grammatical, or spelling errors. Take advantage of the Writing Center as needed.
- **Family emergency** — Serious illness or death of an immediate family member are honored in this class. Documentation of this emergency must be provided in order for a student to be excused from class. Friends’ medical and emotional conditions are not considered family emergencies in this course.
- **Granting of incomplete grades.** Incomplete or “I” grades are assigned only in extreme circumstances where a student is unable to complete a course assignment due to illness or other emergency. This is a faculty decision and students should not anticipate this as an option simply because they are unable to complete the course work on deadline. Students must be aware of that.

VI. EVALUATION

A. Evaluation Activities

1. Social Media Audit Assignment	10Points
2. Social Media Policy Assignment	15 Points
3. Brand Voice Assignment	10 Points
4. Social Posts Concept Assignment	20 Points
5. Strategy Assignment	15 points
6. Book Review	30 Points
TOTAL:	100 Points

B. Grading Scale

90-100 = A	70-79 = C	Below 60 = F
80-89 = B	60-69 = D	

C. Assignment Details

Social Media Audit Assignment

Students will be expected to conduct a social media audit in this course. Students will be required to go through the motions of conducting a formal audit of their social media account(s) in order to ensure that their social media presence is up to standards. *This is an individual project.*

Social Media Policy Assignment

Students are to create a social media policy (For him/herself or a fictitious company) about how employees should conduct themselves online in order to safeguard brand’s reputation. *This is an individual project.*

Brand Voice Assignment

Students are to construct a brand voice for a social media account. A character, tone, language and purpose must be created. Issues of culture, community and conversation must be discussed in this project. *This is an individual project.*

Social Posts Concept Assignment

Students are to design and develop four social media post concepts incorporating a color scheme, text, and a photograph ready for delivery. Adobe Spark CC 2020 will be used to construct the artifacts. *This is an individual project.*

Strategy Assignment

Students are to select an overarching, content, and hashtag strategy in this class. This is a critical thinking assignment designed to help students to think broadly about social media engagement. *This is an individual project.*

Book Review

Students are to write a book review of Gary Vaynechuck's book, "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" in this course. The book review must be 1250 words, five pages long, 12 point font and standard 1 inch margins. *This is an individual project.*

VII. STUDENTS WITH DISABILITIES

Lee University in conjunction with the Academic Support Office works to ensure students with documented disabilities have access to educational opportunities. Students who need accommodations based on a disability should visit the Academic Support Office, call (423) 614-8181, or email academicsupport@leeuniversity.edu. It is the student's responsibility to share the Accommodations Form with the instructor in order to initiate accommodations.

VIII. ACADEMIC INTEGRITY

As a Christian community of scholarship, we at Lee University are committed to the principles of truth and honesty in the academic endeavor. As faculty and students in this Christian community, we are called to present our academic work as an honest reflection of our abilities; we do not need to defraud members of the community by presenting others' work as our own. Therefore, academic dishonesty is handled with serious consequences for two fundamental reasons: it is stealing – taking something that is not ours; it is also lying – pretending to be something it is not. In a Christian community, such pretense is not only unnecessary, it is also harmful to the individual and community as a whole. Cheating should have no place at a campus where Christ is King because God desires us to be truthful with each other concerning our academic abilities. Only with a truthful presentation of our knowledge can there be an honest evaluation of our abilities. To such integrity, we as a Christian academic community are called.