



Course Syllabus: Social Media

Lamar D. Fain College of Fine Arts

MCOM 2403 | Fall 2021

T/Th 2:00-3:20 p.m. | Fain Fine Arts Center D202

Contact Information

Instructor: Dr. Mitzi Lewis

Office: Fain Fine Arts Center D203

Office hours: M/W 10 a.m. - noon | T/Th 9 - 9:30 a.m. | *and by appointment*

Office phone: (940) 397-4375

E-mail: mitzi.lewis@msutexas.edu

NOTE: For all e-mail correspondence, please make the subject line look like this:
SOCIAL MEDIA: Subject of Message

If you send an email to me, treat it as a professional means of communication. This means it should include a greeting, correct punctuation, and a proper closing, *including your name*.

Course Description

Analysis and effective usage of current and emerging social media in professional environments.

Course Objectives

Social media will continue to evolve and change. Therefore, it is important to do the following:

- Cultivate an ability to discern, analyze, and manage the way you deploy your attention.
- Understand the need for critical consumption of information.
- Analyze how social media shape our communication and behavior.
- Analyze how our communication and behavior shape social media.
- Understand the importance of managing online personal reputation.
- Identify commonly used social media platforms and describe their features.
- Present insights and strategies related to social media implementation and best practices.
- Listen, participate in, and monitor online conversations in a professional and strategic matter.
- Be aware of ethical, legal, and privacy issues.

- Practice responsible and ethical social media use.

We will do this through attention, flexibility, experimentation, and critical thinking, abilities that will serve you well beyond this class.

No previous technical knowledge is presumed other than your personal experience with computers, the Internet, and mobile phones.

The knowledge, attitudes, and skills you gain by successfully completing this course can help you in almost any career. However, they have particular relevance in the rapidly-changing field of mass communication. Becoming a life-long learner and analyzing information you receive will be essential to your success as a professional and can also greatly impact your personal life and your life as a citizen of the world.

Textbook & Instructional Materials

- This fall we will be using Stukent's *Essentials of Social Media Marketing* e-text by Michelle Charello. You will first need to register and join my Stukent course here: Home.stukent.com/join/5EF-003
- Once you have registered using that link above, you will be able to log in from home.stukent.com anytime to access the textbook. If you have any questions in regards to the Stukent platform, you can reach out to Stukent Support. Their contact information and hours are located here- <https://www.stukent.com/contact-us/>
- You will need to have a professional Twitter & LinkedIn account; if you don't already have these we will learn how to set them up in class and you can create them at that time—this is just a heads up that you will need to have these public accounts; *if you have a concern with this due to extenuating circumstances, please see me immediately*
- Persistence, patience, optimism, and an active mind.

Technology

Use of the MSU D2L program is a part of this course. You are expected to be familiar with this program. You can log into D2L through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program.

Teaching and Learning Philosophy

Your responsibility: Take responsibility for your own learning and take advantage of in- and out-of-classroom opportunities

My responsibility: Provide you with meaningful learning opportunities in the classroom and through assignments

Grading

Final grades will be based on the following.

Assignments	Percent
Personal Brand	10%
Discussions	30%
Activities	30%
Quizzes	15%
Final reflection	10%
Professionalism	5%
Total Percent	100%

Total percent for final grade.

Grade	Percent
A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	Less than 60%

Class Participation and Attendance

Our class meetings will include activities; they will not be straight lecture. The activities are designed to be interesting and to help you learn. These activities will often have a credit/grade component to them. Therefore, your active participation will affect how much you learn and how well you do in the course.

If emergencies arise or your circumstances change, **please communicate with me**. This will help us work together to try to find a solution for your situation.

Please:

- behave professionally
- arrive on time
- be prepared
- pay attention
- actively participate
- stay for the full class
- treat others with courtesy and respect
- use language thoughtfully

If you miss class, you miss the chance to participate in your education and the education of others in class. Your peers are counting on you to be in class and to participate.

You are responsible for all material presented in every class period, whether present or not. Our class sessions may be recorded and available to you, however, watching the recording is not the same as attending the class and participating; recordings are supplemental and not replacements for attending at the assigned times. Please make arrangements to attend every session.

If you miss class without an acceptable excuse you get a **zero** for that day's participation and class work and any work that is due.

If you must miss class, please let me know BEFORE the class period that you will miss. You may call my office and leave me a voice mail or you may notify me by e-mail. An absence may be excused at my discretion in accordance with university policy if you provide documentation of the reason for your absence. When you have an acceptable excuse, you are responsible for finding out what you missed and arranging to make it up with the instructor. Missed work must be made up within one week of when your return to class, or you will receive a zero.

Plan carefully regarding appointments and/or work schedules to avoid missing class. Any personal emergencies that arise will be dealt with on an individual basis. Do not assume you will be allowed to make up assignments missed during an unexcused absence. If you MISS CLASS, it is **YOUR** responsibility to find out what you missed. I DO NOT HAVE TIME TO PROVIDE INDIVIDUAL "MAKE-UPS" TO MISSED CLASS SESSIONS. THIS IS WHY WE HAVE CLASS MEETINGS.

In class assignments will help you immediately apply concepts covered in class. If you miss a class you get a "zero" for that day's in-class assignments. If you miss more than two classes, or if you are habitually late or leave early, **your final grade may be lowered by 1/2 letter grade for each instance beyond two absences**. Two tardies = one absence. One minute to 19 minutes late = one tardy. Twenty minutes or more late = one absence. Leaving before class is dismissed = one absence. After three absences or tardies, you are subject to being dropped from the course with a grade of "F."

I reserve the right to determine what, exactly, constitutes an excused absence or when a late arrival is excusable.

Finally, it is unacceptable to skip another class to work on a project for this class. Do not ask me for an excused absence to work on another course. Plan accordingly and be organized.

Remember:

- You are responsible for all material presented in every class period, whether present or not.
- If you miss a class period you should obtain the material presented from another classmate. (I will not repeat lecture material that was missed. Handouts are available from my office – it is your responsibility to come get them.)

More about Grading

- In the professional world, if you can't show up on time and make your deadlines, you won't keep your job. Assignments must be completed on time in the format specified.
- Reading assignments are to be completed by the day they are assigned.
- Assignments are due at the beginning of class on the due date.
- Spelling and grammar count, in your assignments and your e-mails. Grades will be reduced for spelling and grammar errors.
- If you know you will be absent when an assignment is due, arrange to complete and hand in the assignment early.
- You are responsible for keeping all handouts and graded assignments.
- Remember that attendance is required and missing class can result in a grade reduction, a failing grade, or being dropped from class.

Assignments and Quizzes

You will be asked to complete assignments and quizzes to reinforce concepts you are learning in class.

We will have unannounced quizzes only if attendance is poor or if I sense that you are not keeping up with your assignments. If we have unannounced quizzes, they will be given at the beginning of class. If you are late, you will receive a score of zero unless your late arrival is excused.

Please note that the number of quizzes and assignments is not set in stone. This means that it is impossible at the outset of the semester to determine how much each individual quiz or assignment will be worth.

Critiques

Critiques are a vital part of learning. You can learn a lot from reviewing the work of others and evaluating their strengths and weaknesses. Critiques also provide the opportunity to put concepts to words, and to help you learn how to speak intelligently and knowledgeably (a necessary skill for survival in the workplace!). We will critique published work. This will provide you with fresh insights and perspectives.

Portfolio Requirement

Please note that all mass communication majors are required to submit a portfolio as part of their Internship course (Internship is a prerequisite to Senior Production). This requirement is a part of MSU's reaccreditation with the Southern Association of Colleges and Schools and is non-negotiable. Through the portfolio, you are required to demonstrate communication competence through the written word and visual communication; two examples of each competency are required.

As you go through this and other classes, you are responsible for saving course work that could be included in your portfolio.

Please see me, your adviser, the department chair or any mass communication faculty member for handouts with more information ("Mass Communication Portfolio Competencies" and "Mass Communication Portfolio FAQ"). These handouts are also available on our department web page.

Policies: Classroom/Conduct/Academic Dishonesty

- Behavior that interferes with either the instructor's ability to conduct the class or the ability of other students to benefit from the instruction will result in the instructor's removing the disruptive student(s) from the class, either temporarily or permanently (instructor drop), and receive a final lower grade, up to an F. In addition, and depending on the nature of the behavior or conduct, the student(s) may be subject to further disciplinary actions as per MSU policies.
- Any misuse or abuse of equipment will result in expulsion from the lab for the semester and/or assessment of replacement/repair costs.
- Students are expected to adhere to the Standards of Conduct as published in the Student Handbook. Students should refer to the current MSU student handbook and activities calendar for University policies and Student Honor Creed on academic dishonesty, class attendance, student's rights, and activities.

- a. The main statement from the MSU Student Honor Creed should be a guiding principal for you: "As an MSU student, I pledge not to lie, cheat, steal, or help anyone else to do so."
- b. I reserve the right to drop any student with an E if they engage in any form of academic dishonesty. I further reserve the right to recommend other sanctions as may be appropriate. Students are also encouraged to consult the following sources for additional discussion of students' rights and responsibilities regarding cheating, attendance and general conduct:
 - i. The MSU Student Honor Creed
 - ii. *MSU Undergraduate Catalog*
 - iii. *MSU Student Handbook*
- c. In addition, the university requires faculty to provide this statement to all students: "By enrolling in this course, the student expressly grants MSU a "limited right" in all intellectual property created by the student for the purpose of this course. The "limited right" shall include but shall not be limited to the right to reproduce the student's work product in order to verify originality and authenticity, and educational purposes."
 - On the Internet, plagiarism is especially easy. DO NOT give in to the temptation to copy-and-paste other people's work! YOUR WORK MUST BE YOUR OWN. If you plagiarize as a professional and get found out, you will damage if not destroy your own reputation and do great harm to the reputation of any organization you work for. In this class, plagiarism will have dire consequences.

Plagiarism: Plagiarism comes from the Latin word *plagiarius*, which means kidnapper. Webster's Dictionary defines plagiarize as to take (ideas, writings, etc.,) from (another) and pass them off as one's own-plagiarizer. Plagiarism includes the deliberate as well as inadvertent failure to properly attribute. Plagiarism is lying, cheating, and stealing. All of the work you do in this class should be the work of you. **Violation of this policy will result in the student and/or group receiving a failing grade for this course. IGNORANCE IS NO EXCUSE...IF IN DOUBT-ASK! Students in this course should adhere to the MSU Student Honor Code.**

Additional guidelines on procedures in these matters may be found at the Office of Student Conduct.

Cell Phones and Other Recording Devices: The use of cell phones and other recording or electronic devices is strictly prohibited during class. I may direct,

from time to time, on the possible use of cell phones for legitimate class reasons. Recording the class is prohibited, unless it is part of a reasonable accommodation under ADA, or by obtaining written consent by me.

Privacy

Federal privacy law prohibits me from releasing information about students to certain parties outside of the university without the signed consent of the student. Thus, in almost all cases I will not discuss your academic progress or other matters with your parents. Please do not have them call me. Regardless of these important legal considerations, it is my general policy to communicate with the students, not their parents, even when a student has signed a consent form. College students are adults and are expected to behave accordingly.

COVID-19 – Vaccinations and Face Coverings

Scientific data shows that being fully vaccinated is the most effective way to prevent and slow the spread of COVID-19 and has the greatest probability of avoiding serious illness if infected in all age groups. Although MSU Texas is not mandating vaccinations in compliance with Governor Abbott's executive orders, we highly encourage eligible members of our community to get a vaccination. If you have questions or concerns about the vaccine, please contact your primary care physician or health care professional. Given the recent rise in cases, individuals are also strongly encouraged to wear facial coverings when indoors among groups of people, regardless of vaccination status. Although MSU Texas is not currently requiring facial coverings, they have been an effective strategy in slowing the spread.

Social Justice

Social justice is one of Midwestern State University's stated core values, and I consider the classroom to be a place where students will be treated with respect as human beings, regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Moreover, diversity of thought is appreciated and encouraged, provided the students can agree to disagree. It is my expectation that ALL students be able to consider the classroom a safe environment.

Managing Stress

You may experience situations or challenges that can interfere with learning and interpersonal functioning including stress, anxiety, depression, alcohol and/or other drug use, concern for a friend or family member, loss, sleep difficulties, feeling hopeless or relationship problems. There are numerous campus resources available to you including:

- MSU Counseling Center (940-397-4618),
- Vinson Health Center (940-397-4231), and
- Bruce and Graciela Redwine Student Wellness Center (940-397-4206).

If you are experiencing an emergency, call 911 or the MSU Police Department at 940-397-4239. If you or someone you know is in a domestic violence or sexual assault crisis situation and wants information on what to do, call the 24 Hour Crisis Hotline: 1-800-621-8504.

Additional mental-health resources are available at <https://mwsu.edu/student-life/counseling/mental-health-resources>.

Furthermore, if you have outside circumstances that may affect your performance in this class – including but not limited to difficulty affording groceries or accessing sufficient food to eat every day, inadequate housing, family issues – please contact me if you are comfortable in doing so. I may be able to refer you to on-campus resources that will help you address the situation.

Please note that all information provided to me remains confidential.

Special Accommodations

If you need course adaptations or accommodations because of a disability, if you have emergency medical information that needs sharing, or if you need special accommodations in case the building must be evacuated, please make an appointment with me as soon as possible. Please also contact Disability Support Services at 940-397-4140 in Clark Student Center, room 168, to document and coordinate reasonable accommodations for students with disabilities if you have not already done so.

Research and Creative Activity Opportunities at MSU

Enhancing Undergraduate Research Endeavors and Creative Activities (EURECA) is a program that provides opportunities for undergraduates to engage in high-quality research and creative activities with faculty. EURECA provides incentives and funding through a system that supports faculty and students engaged in collaborative research and creative works. For more information contact the Office of Undergraduate Research at (940) 397-6274 or by email at eureca@mwsu.edu. You can also stop by the UGR office located in the atrium of the Clark Student Center, room 161. Information and resources are also available at the EURECA web page.

Undergraduate Research Opportunities and Summer Workshop (UGROW)

Like EURECA, UGROW provides opportunities for students to conduct research with faculty. However, the research occurs in the summer. For five weeks UGROW students experience the authenticity of scientific research as well as research and creative activities in art, music, theater education, business, health and social sciences, English, history, etc. in a highly interdisciplinary environment. Students work on projects of their choice and present their findings at the end of program and the MSU Undergraduate Research and Creative Activity Forum. If you have any questions, contact the Office of Undergraduate Research at (940) 397-6274 or by email at eureca@mwsu.edu. More information and resources are available at the UGROW web page.

Council on Undergraduate Research

To support undergraduate research and creative activities, Midwestern State University holds an enhanced institutional membership with the Council on Undergraduate Research (CUR). This institutional membership includes unlimited memberships for any interested faculty, staff, and students. Students may find information on benefits and resources at

http://www.cur.org/resources/for_students

and sign up *at no cost* at

http://www.members.cur.org/members_online/members/newmember.asp.

CUR Undergraduate Resources Webpage contains:

- Research Opportunities;
- Presentation Opportunities;
- Undergraduate Research Journals;
- CUR-Sponsored Student Events;
- The Registry of Undergraduate Researchers;
- And more!

Topics/Schedule

Course topics support achieving our course objectives. Course topics include:

Week 1: Getting started

Week 2: Attention, multitasking, metacognition, infotention

Week 3: Introduction to social media

Weeks 4 & 5: Managing online reputation and personal branding

Week 6: Social media strategy

Week 6: Facebook

Week 7: Instagram

Week 8: Twitter

Week 9: Snapchat

Week 10: Pinterest
Week 11: LinkedIn
Week 12: YouTube
Week 13: Campaigns
Week 14: Influencers
Week 15: Policies
Week 16: Analytics

Please note this is a TENTATIVE schedule. This schedule is likely to change. I reserve the right to change the class schedule if circumstances make it necessary.

Suggestions

- Attend class regularly.
- Remember I am available to help you. Ask for help immediately if you don't understand something. Waiting to "get it later" doesn't always work and could get you into trouble.
- Back up your work. Have two backups.
- Consider saving your work under different names literally each time you work on a project. It just takes one click and could save you lots of time and frustration.
- Expect the unexpected.
- Try to do work for this class ahead of time. This will give you some cushion in case you have problems.
- Sometimes things will go smoothly, other times they won't – the important thing is to have fun and practice thinking and working with both sides of our brains.
- This is **your** class; we can do (or try) almost anything you want; be creative!

Final Caveats:

I reserve the right to drop any student with an E or lower their grade, up to an F, if they have excessive absences, engage in disruptive behavior, have a poor attitude, or in any other way are clearly not taking the class seriously. At the same time, I will work with all students to my fullest ability to ensure a worthwhile educational experience.

Given the unprecedented times we are experiencing, everything in this course could change with very little notice. That means deadlines, projects, even weighted percentages for each component of the course could change. If this happens, I will consult with you and use your input to the extent practicable in making decisions about how to proceed. Do not hesitate to contact me with

questions, concerns and, even better, great suggestions. I go out of my way to be fair to all.

The Dept. of Mass Communication and the College of Fine Arts have adopted specific cleaning protocols, and all students are required to abide by these rules. Students who are unwilling to do their share to ensure everyone's health will be contacted by the professor. In short, you will be required to clean your area before and after class, the first as a safety precaution for yourself, the second as a courtesy toward others. We realize this means some areas may be cleaned twice within a brief time period, but this is better than not at all. This rule holds for traditional classrooms, labs, editing equipment, the newsroom and public areas such as the work-café.

If we are forced to switch to online-only instruction, all students will be required to:

- Attend class at the assigned time. I will offer to record the sessions but these recordings are supplemental and not replacements for attending at the assigned times. Excuses such as work will not be accepted, and students will be expected to make arrangements to attend every session. Students are also required to attend for the full class session.

- The same provisions regarding attendance for in-person classes will be in effect if we move to a virtual classroom.

- Have a computer with a webcam that can accommodate Zoom or other video software.

- Have reliable WiFi.

- As to the three requirements above, I know not all students have access to a reliable computer and reliable WiFi. However, you are expected to make arrangements in advance and have a plan. Do not assume you will be able to complete the course using only your phone and/or without attending actual classes during class time. If these requirements present problems for you, please contact me as early in the semester as possible. I will work with students in the hope that they do not have to drop the class as a result of these requirements.

- Observe proper video meeting etiquette:

- Arrive on time.

- Leave your camera on. I realize not all students are comfortable with having their cameras on, but it will be a requirement. Not having the ability to look at you in-person to make sure you are paying attention and understanding what is being discussed, I will need to see you on camera (see next bullet point as well).

- Pay attention. Devices such as phones will be prohibited as they are in face-to-face classes except for if and when I direct, from time to time, possible use of

cell phones for legitimate class reasons. Students who are e-mailing or attending to other tasks while on screen will be reminded of this policy. Continued violations could result in a student facing disciplinary sanctions up to being dropped from the course with an F.

--Set the mute function as the default. As stated above, discussion is encouraged, both in-person and in video meetings, but we do not need to hear barking dogs, ringing phones, roommates, etc.

--Use the raise-your-hand function.

--Wear proper clothing. If you are not sure what is considered appropriate, please contact me. The conversation might be a little awkward, but that is better than making an embarrassing mistake.

--Avoid eating while on camera. As in a face-to-face classroom, you are expected to eat your meals while not in class.

--Have a proper background.

--Stay seated. Do not wander around. It will distract the rest of us and make us dizzy.

--Do not plan to connect to Zoom while you are driving. This is obviously unsafe, as well as a poor atmosphere for learning.

--Please note that the federal government, state government, various local government units (city, county, health district, etc.) and the university administration have the power to issue declarations that can directly affect how we navigate. Please be flexible and we will get through these extraordinary times as a team.

By accepting this syllabus and staying enrolled in this course, you are indicating that you understand and accept the terms of this syllabus.

Thanks to Dr. Jim Sernoe for sharing his work, some of which is included here.