Topics in Mass Communications: Social Media Marketing

JMC:3185:0005
The University of Iowa
School of Journalism & Mass Communication

Instructor: Heather Spangler

Location: E120 AJB

Time: 2-3:15 p.m. Tuesdays & Thursdays

Office Hours: 3:15-5:15 p.m. Tuesdays and Thursdays and by appointment

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Course Overview:
Social Media Marketing is an ever-changing area that seems to only grow in importance for everyone from academic institutions to nonprofits to businesses big and small. Each of these entities and more has an online brand and goals that social media can help them meet. In this course, we will work with real-world clients to improve their brands and meet their goals.

Prerequisite and requirements:
Students must be willing and able to participate in a team project with real-world implications. Professionalism, dependability, and enthusiasm are all required characteristics in this course.

Readings:
Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and More, by Dave Kerpen, Carrie Kerpen, Mallorie Rosenbluth, and Meg Riedinger.

Supplementary readings and resources will be posted to ICON.

Major Assignments:
Major assignment sheets are attached at the end of this syllabus. Each assignment will be discussed in more detail in a timely manner, but here is the gist:

- Attendance & Participation: I will administer at least 6 unannounced attendance quizzes throughout the semester at 5 points each. (30+ points)
• **Speaker preparation:** You will submit a bio and questions for each guest speaker by the start of the class period before their visit via ICON. (10 points each = 20+ points)

• **Reading Action Items:** For each of your reading assignments, you’ll complete the “action items” I identify for each chapter. Assignment dates and action items can be found in our course schedule in this syllabus and on ICON. (10 points each = 80 points)

• **Team Project Updates:** At three points throughout the semester (Weeks 3, 7, & 11), teams will present plans and updates to the class. While not every member of the team will likely present each time, each member will submit via ICON a written update detailing tasks completed, tasks to do before the next update, and overall feedback about the team process. (15 points each = 45 points)

• **Final Paper:** To end our course, you will complete a two-part final paper. Part 1 will be a reflection of your team’s work over the semester. What were your successes, weaknesses, how would you improve your performance if you had it to do over again? Part 2 will be a detailed plan to help your client move forward with social media and keep building on the momentum you created. (100 points)

**Grading:**

99-100% A+ 88-89% B+ 78-79% C+ 68-69% D+

94-98% A 84-87% B 74-77% C 63-67% D

90-93% A- 80-83% B- 70-73% C- 60-62% D-

**Attendance:**

I aim to make each meeting essential and meaningful, so please plan to attend every session or risk missing out on something important. You cannot be successful in this class if you are not consistently present and prepared. Out of respect for your classmates and our schedule, please also arrive on time and stay for the entire class period. Failing to do so will impact your grade.

Students who must miss class are accountable for all material presented and assignments given during their absence. It is your responsibility to communicate with me or your classmates to see what you need to know for the next session and to turn in any work that was due during the missed class period prior to the next meeting. In-class work may not be made up.

**Late Work & Early Work**

Since we’re working on a real-world project in real time, it’s essential that you meet deadlines with no exceptions. I will accept late work only in extreme circumstances, including an utterly debilitating illness or a documented family crisis. It is important that you communicate with me as soon as possible if you feel you will miss turning in an assignment and provide adequate documentation to prove your given excuse. It may be necessary for you to recruit a classmate to take over a duty you are not able to complete. It is your responsibility to be sure your work is covered if needed.

**The College of Liberal Arts and Sciences Policies:**

**Administrative Home**

The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different
colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall or see the CLAS Student Academic Handbook [www.clas.uiowa.edu/students/academic_handbook/index.shtml].

Academic Fraud
Plagiarism and any other activities when students present work that is not their own are academic fraud. Academic fraud is a serious matter and is reported to the departmental DEO and to the Associate Dean for Undergraduate Programs and Curriculum. Instructors and DEOs decide on appropriate consequences at the departmental level while the Associate Dean enforces additional consequences at the collegiate level. See the CLAS Student Academic Handbook.

Making a Suggestion or Complaint
Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.

Accommodations for Disabilities
A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Understanding Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment at www.uiowa.edu/~eod/policies/sexual-harassment-guide/index.html for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather
In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. (Operations Manual, Part IV, 16. See items e, h, and i.)
Course Objectives:

In this course you will learn:

- Best practices in social media management across platforms
- The power of planning and research to enhance your social media presence
- Methods for setting and measuring goals in social media
- Incorporating events on social media
- Best practices for advertising in social media
- How to work on a successful team and for a client

The Iowa Dozen:

We learn to ...

1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully.
5. Apply statistical concepts accurately.

We value ...

6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

We explore ...

10. Theories and concepts.
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.
Schedule:

Week 1:
Tuesday, August 25: Course and classmate introductions. Primary assignment explanations. Assigned Reading One: Introduction.
Thursday, August 27: Clients visit. Team signup via ICON due by 9 a.m. Monday morning.

Week 2:
Tuesday, Sept. 1: Client and reading discussion. Teams announced. Team meetings. Assigned Reading Two: Chapters 1, 3, & 4. Complete Ch. 1 Action Items 1& 2, Ch. 3 Action Item 1, and Ch. 4 Action Item 3.
Thursday, Sept. 3: Team meetings. Team roles discussion. DUE: Assigned Reading Two Action Items.

Week 3:
Tuesday, Sept. 8: Guest Speaker: Josh Krakauer and Katy Brown of Sculpt, a social media marketing firm in Iowa City.
Thursday, Sept. 10: Guest discussion follow-up.

Week 4:
Tuesday, Sept. 15: Assigned Reading Three: Chapters 5, 6 & 7. Complete Chapter 5 Action Item 3, Chapter 6 Action Item 4, and Chapter 7 Action Item 1.
Thursday, Sept. 17: Reading discussion. Team meetings. DUE: Readings Four Action Items.

Week 5:
Tuesday, Sept. 22: Assigned Reading Four: Chapters 8, 9 & 10. Complete Ch. 8 Action Item 1 and Ch. 10 Action Item 2.
Thursday, Sept. 24: Reading discussion. DUE: Reading Four Action Items. Teams practice presentations.

Week 6:
Thursday, Oct. 1: Clients visit (ST 2:05 & FS 2:40). Official social media takeover day! Assigned Reading Five: Chapters 11, 12, & 13. Complete Ch. 11 Action Item 1 and Ch. 13 Action Item 3.

Week 7:
Thursday, Oct. 8: Guest Speaker: Aaron Blau, former University of Iowa social media manager and current Client Executive for Digital Marketing Services at Stamats in Cedar Rapids.

Week 8:
Tuesday, Oct. 13: Cohort Meetings.
Thursday, Oct. 15: Team Meetings.

Week 9:

Week 10:
Tuesday, Oct. 27: DUE: Reading Six Action Items. Discussion: Paying to play in social media.

Week 11:
Tuesday, Nov. 3: Ad follow-up discussion. Assigned Reading Seven: Ch. 17 & 18. Complete Ch. 17 Action Items 1 & 3.
Thursday, Nov. 5: DUE: Reading Seven Action Items. Discussion: Social Media in politics.

Week 12:
Tuesday, Nov. 10: Work Day. Assigned Reading Eight: Ch. 16. Complete Ch. 6 Action Item 1.

Week 13:
Tuesday, Nov. 17: DUE: Update 3. Clients visit. (SF 2:05 & TS 2:40)
Thursday, Nov. 19: Clients visit (ST 2:05 & FS 2:40). Official social media release day.

Week 14:
**Thanksgiving Week: Please be safe and enjoy your time off.**

Week 15:
Tuesday, Dec. 1: DUE: Individual components of Final Client Report should be submitted to Team Leaders and Client Communications Specialists.
Thursday, Dec. 3: Guest Speaker: Sgt. Eric Gripp social and digital manager at the Philadelphia Police Department (aka “Your Humble Narrator”). *NO SPEAKER PREP DUE FOR THIS VISIT!*

Week 16:
Tuesday, Dec. 8: Final Presentations. Clients Return to receive reports.

*Week 17: FINALS WEEK*

{{PS: It’s important to be flexible! Please note that this is a tentative schedule. Unplanned opportunities and challenges may require changes.}}
We are lucky to have some interesting, successful social media professionals join us for in-depth conversations about their work. To help our guests know that we are engaged, and to make the most out of their visits, you should conduct a little research on each person and their work in advance.

Based on that research, please submit to ICON a 3+-paragraph summary of the speaker’s bio and pertinent details about their occupation/place of work along with at least 3 questions you’d like to ask the speakers.

I will likely browse through the submissions and let our speakers know about the topics you would most like them to cover.

You should plan to ask one of your questions if there’s a lull or an appropriate time. There’s nothing I hate more than crickets when a speaker is willing to answer questions.

Speaker Preparations are due by the start of the class period before the speaker’s visit. Example: If the speaker is coming on a Thursday, the assignment is due by class time Tuesday of that week.

**Speaker dates:**

**Tuesday, Sept. 8:** Josh Krakauer and Katy Brown of Sculpt, a social media marketing firm in Iowa City.

**Thursday, Oct. 8:** Aaron Blau, former University of Iowa social media manager and current Client Executive for Digital Marketing Services at Stamats in Cedar Rapids.

**Thursday, Dec. 3:** Sgt. Eric Gripp, social and digital manager at the Philadelphia Police Department (aka “Your Humble Narrator”). *NO SPEAKER PREP DUE FOR THIS VISIT! But do take a look at his work in advance.*
Social Media Group Project Assignment

For the bulk of our course, we will be divided into teams doing hands-on, real-world social media marketing. I have arranged for four real-world clients to hand over their social media reigns to us for the semester. We will work with the clients to help them meet their social media marketing goals through polishing their social media presence, creating and posting meaningful content, developing and hosting a social media event, and through social media advertising. At the end of the semester we will present them with a report of our successes and challenges throughout the semester as well as some ideas for moving forward.

Although this is a group project, each team member will have individual responsibilities and will meet individual requirements and milestones for points along the way. Each teammate will receive an individual grade. It is in your best interest to put forth your best effort and support your teammates. Willingness to step outside of your assigned role to help teammates in need will have a positive impact on your grade.

Individual roles and descriptions:

- **Team Leader & Communications Manager:** This person has the big picture view and is in touch with all members of the team to be sure everyone understands what needs to be done and is keeping up with responsibilities. This person will serve as a liaison between team members as well as between the team and me and will communicate any concerns. To keep things simple for our client, this person will be their sole team contact. The client will reach out to this person with any questions. Any questions the team has for the client will flow through the Client Communications Manager. It is important that this person maintains quick, reliable, professional communications with the client at all times as a representative of our class. Your relationship with the client will have a big impact on the overall feel and success of the project.

- **Twitter/Other Administrator (2):** These people will have administrative access to the client’s Twitter account (or other social media if Twitter is not used). They will be responsible for creating and posting original content, retweeting appropriate content, and responding to audience interactions. There are two people in this role, so the responsibility can be divided however makes sense for your team. The “on duty” administrator should be noted on the team calendar. All team members should contribute ideas and content to help Administrators succeed.

- **Facebook/Other Administrator (2):** These people will have administrative access to the client’s Facebook account (or other social media if Facebook is not used). They will be responsible for creating and posting original content, sharing appropriate content, and responding to audience interactions. There are two people in this role, so the responsibility can be divided however makes sense for your team. The “on duty” administrator should be noted on the team calendar. All team members should contribute ideas and content to help Administrators succeed.
- **Digital Event Leader:** A great way to engage and build your social media audience is through a social media event. These team members will conceptualize a social media event that will help the client meet a specific goal. They will work with the Calendar Captain to identify the ideal date/dates as well as Administrators to develop and share appropriate content related to the event. Event Leaders should create their own original content as necessary in advance of, during, and after the event.

- **Calendar Captain:** This person is another with a big picture view. The Calendar Captain is responsible for identifying relevant dates for your client and helping Administrators fill in planned posts/tweets. This person is also responsible for keeping the team informed of upcoming dates and being sure content is prepared in a timely manner.

- **Lead Listener:** As described in your text, an important way to know your audience and be sure you’re serving them adequately is to listen. The Lead Listener will conduct market research to learn more about the client’s current and aspirational audiences as well as keep track of successes and failures from competitors that can inform your team’s social media practices.

- **Analytics Manager:** This person is responsible for tracking and measuring success. He or she should utilize built in analytics tools to measure individual post/tweet successes as well as track gains and losses in followers and progress toward meeting client goals. The Analytics Manager should keep his or her team informed regularly and thoroughly of insights to help guide and adjust content.

- **Advertising Director:** Each team will experiment with one paid social media post or advertisement. The Advertising Director will come up with three proposals for the client to choose from based on research into best practices and successful examples. With the client’s approval, the advertising director will work with Content Creators and Administrators to initiate the advertising and with the Analytics Manager to track its success. The Advertising Director will create a written report for the client detailing the success of the advertisement and advising the client on how they might choose to follow up and use advertising in the future.

**Milestones and Points breakdown:**

- **Written Updates and In-Class Presentations (15 points each = 45 points)**

  At four points throughout the semester teams will present updates to the class and/or clients. While not every member of the team will likely present each time, each member will submit via ICON a 1-2 page written update detailing tasks completed, tasks to do before the next update, and overall feedback about the team planning process.

  Your score will be based on your thorough, professional, and insightful written report as well as your performance on presentation day. Missing the presentation will result in an automatic 5 point deduction.
Update dates and topics:
  o **Sept. 29 or Oct. 1**: Initial goals and plans outline, including a description of your target audience, voice, planned content highlights, and more.
  o **Oct. 20 or 22**: Update on goals progress, event and advertising plans.
  o **Nov. 17 or 19**: Update on goals, advertising, and event results.
  o **Dec. 8**: Final Report Delivered.

- **Individual Team Contribution and Final Reflection (60 points)**

Each team member will have a specific role and specific responsibilities. You will be graded on how successfully you completed your tasks based on timeliness, professionalism, and your contribution to meeting team goals. A brief final reflection paper as well as teammate and client feedback via an online survey will help determine your score in this area. More details about the paper and survey will be given in a timely manner later in the semester.

- **Final Client Report (40 points)**

In addition to a boost in social media reach and other goal attainment, we will give each of our clients a report at the end of our semester to illustrate our activities and suggest next steps for continued success.

Each member of the team will be responsible for compiling a section of the report. The Team Leader will oversee the project, compile the reports in an attractive, useful format, and send a final version to me for printing. I will print the report in time to hand it over to the clients on Dec. 8. Additional details about individual team member report elements will be given in a timely manner later in the semester.
Day 1 Survey

Name and pronunciation:

Major:

Hometown:

Hobbies:

Previous Social Media Management Experience:

Is there anything else you’d like me to know?