Instructor: Heather Spangler

Location: Online

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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 study social media best practice and put our ideas into action using real-world scenarios.

Readings:

Supplementary readings and resources will be posted to ICON.

Grading:

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THE COLLEGE OF LIBERAL ARTS & 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 Academic Policies Handbook at http://clas.uiowa.edu/students/handbook.

Electronic Communication
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences (Operations Manual, III.15.2, k.11).

Accommodations for Disabilities
The University of Iowa is committed to providing an educational experience that is accessible to all students. A student may request academic accommodations for a disability (which include but are not limited to mental health, attention, learning, vision, and physical or health-related conditions). A student seeking academic accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor's office to make particular arrangements. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. See http://sds.studentlife.uiowa.edu/ for information.

Academic Honesty
All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty: "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

CLAS Final Examination Policies
The final examination schedule for each class is announced by the Registrar generally by the fifth week of classes. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.

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

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 Office of the Sexual Misconduct Response Coordinator 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. For more information on Hawk Alert and the siren warning system, visit the Department of Public Safety website.

LEARNING GOALS

The following learning goals and objectives will be reinforced in this course.

1. **Law & Ethics Learning Goal**
Understand and apply the principles and laws of freedom of speech and press in real space and cyberspace, and demonstrate an understanding of professional ethical principles and their historical development.

   **Learning Objective 3.** Students will demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.

   **Learning Objective 4.** Students will demonstrate an ability to explain their ethical approaches and reasoning about a particular dilemma in terms that can be understood by a diverse group of people.

2. **Media Literacy Learning Goal**
Understand the principles of media literacy and develop the skills necessary to access, analyze, evaluate, and create media messages across multiple media domains.

   **Learning Objective 2.** Students will develop critical thinking skills to analyze and interpret media messages through an understanding of media practices and institutions.

   **Learning Objective 3.** Students will learn how to create and disseminate media messages in various forms.

3. **Writing and Storytelling Learning Goal**
Understand that clear, concise, correct writing is at the heart of journalistic expression and that reporting and communicating it effectively requires a knowledge and achievement of the highest, professionally-accepted standards in all work.

   **Learning Objective 2.** Students will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.

   **Learning Objective 4.** Students will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.

4. **Multiculturalism Learning Goal**
To demonstrate an understanding of the diversity of groups (including communities defined by gender, race, ethnicity, age, religion and sexual orientation) in a global society in relationship to communications.

**Learning Objective 1:** Students will demonstrate an ability to produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.

**Learning Objective 2:** Students will demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.

**Learning Objective 3:** Students will demonstrate an ability to work with members of diverse groups to engage publicly over issues of community interest.

**SCHEDULE:**

**Week 1: Background Research & Defining Audience**

READINGS: Introduction, Chapters 1, 2, & 3. Complete Ch. 1 Action Items 1 & 2; Ch. 2 Action Item 1, and Ch. 3 Action Item 4.

TO DO:
*ASAP* Select Client via Doodle Poll & connect to earn analytics access
Social Media Status and Stats

**Week 2: Engaging & Responding**

READINGS: Chapters 5, 6 & 7. Complete Chapter 5 Action Item 3, Chapter 6 Action Item 4, and Chapter 7 Action Item 1.

TO DO:
Content Calendar

**Week 3: How to be Human**

READINGS: Chapters 8, 9 & 10. Complete Ch. 8 Action Item 1 and Ch. 10 Action Item 2. Please note that this should be a more thorough Action Item than in other weeks.

**Week 4: Creating Good Content**

READINGS: Chapters 11, 12, & 13. Complete Ch. 11 Action Item 1 and Ch. 13 Action Item 3.

TO DO:
Evergreen Content

**Week 5: Ads & Events**

READINGS: Ch. 15 & 18. Complete Ch. 15 Action Item 1.

TO DO:
Event Plan
Advertisement Plan

**Week 6:**
READINGS Ch. 16 & 17. Summaries only this week—no action items required.

TO DO:
Final Report

**ASSIGNMENT DETAILS**

Please see ICON for supplemental materials and examples to help you better understand expectations and to do your best work.

**Reading Assignments**
**Due Weekly**
**20 points each**

You will read an average of three chapters in our assigned text per week. After you've read and understood the text, you will summarize each chapter as if you were creating a condensed version tailored for your client. Your summary will directly address your client (you, your company, Company Name, etc. are all acceptable for use in your summary). The summary should explain the basic concepts to your clients and how they relate to the clients’ social media efforts.

Summaries will vary in length depending on relevance to your client, but should always be at least three paragraphs.

In addition to summaries, you will complete an Action Item or two for most chapters. Again, these action items should be completed with your client in mind can be addressed to the company or organization.

Reading summaries and Action Item responses should be submitted to the ICON dropbox by 11:59 p.m. on the Saturday of each week.

The work that you do through your reading assignments throughout the session will all contribute to your final report. Doing a thorough, polished job on each assignment as we flow through the course will make your life easier in the long run.
Social Media Status and Stats
Due: Week 1
15 Points

Congratulations! You are officially a social media marketer starting....NOW! Once you have claimed your client, please be in contact right away to let them know the good news and gather some important information to guide your work throughout our session.

In your conversation, you need to learn:
1) An overview of client’s social media presence--where are they?
2) How do they currently manage social media?
3) What are their top 3 social media goals you can help with?
4) Is there anything else they’d like to add?
5) How would they like to provide access to their analytics? You could be given temporary administrative rights, or they could open analytics on their own and send you screen shots of the information if they’d rather not share access.

Part 1: Please write up a quick review of your conversation (a bulleted list is fine).

Part 2: Please include an overview of the current analytics. This overview should include at least three relevant screen shots and a discussion of the client’s audience and the facts you can gather from the data.

Upload both parts to ICON by Saturday at 11:59 p.m.

Content Calendar
Due Week 2
15 points

Using what you’ve learned about your client, your competition, and your audience, create a 1-year calendar including important dates for social media posts specific to your client. For example, an ice cream shop should celebrate National Ice Cream Day, National Chocolate Day, the first day of Summer, the company’s anniversary, etc. In addition to these important dates, you will suggest and schedule 1-2 recurring post themes (think #tbt) to give your client a rhythm and clear direction for part of its social media management.

Google provides a good calendaring tool, or you’re free to create a more visually-appealing calendar on your own or with a template.

Event Plan
Due Week 3
15 points

Social media events provide an opportunity to build audience, engage with existing fans, share a message, and bring your client to the front of people’s minds. For this assignment, you will devise a plan that you think will meet your client’s goals, engage with your client’s
audience in a productive and positive way, and be something your client could feasibly carry out without additional staffing or support.

Examples include contests, live tweeting, inviting fans to join you “live,” etc.

Your plan should include:
An overall description
Justification—why is this a good event for your client?
Event goals and how you could measure success
Specific instructions for carrying out the event
Sample content.

**Evergreen Content**
**Due Week 4**
**20 points**

Although social media content should be fresh and responsive, it is beneficial for companies and organizations to have a store of “evergreen” content for use during busy times or when inspiration escapes them. Evergreen content is content that can be used any time and does not have an expiration date. Some examples might include a story about the company’s background, a trivia question, a list, an interesting fact, a funny and relevant post, a photo and description, a graphic, a video, etc.

For this assignment, you will create 8 pieces of evergreen content that your client can use on their preferred social media channels in the future. Your posts should be visual and resemble real social media content so that when we insert them into your final report, they’re attractive and professional and easy for your client to use. A great tool for designing visually-appealing social media content is Canva.com.

**Advertisement Plan**
**Due Week 5**
**15 points**

Based on the advertisement discussion in your book and your own research using the supplemental materials I’ve provided for this week along with any other useful outside resources, please come up with a description of the best social media advertisement to help your client meet his or her goals discussed in Week 1.

Your plan should address these questions:
1) Which social media platform is preferred and why?
2) What type of paid promotion will you select (ex: offer, sponsored post/promoted tweet, targeted ad, etc.)?
3) What is your ad’s target market and how will you be sure you’re reaching it?
4) What do you hope your ad/paid content would accomplish?
5) What is the ad content—please include example text, links, images, etc.
**Final Report**  
**Due Week 6**  
65 Points (60 for report, 5 for final client communication)

You have created a lot of useful ideas and tangible social media content for your client in the past 5 weeks. Now we can put it all together in a useful, professional report.

Your report will include a **revision** of all of the Action Items and client-focused chapter summaries you have already created. It will include a **revision** of all of the special assignments you have already completed. You can decide the organization of the report—it is not necessary to include the information in the order we completed it in class or the order it appears in our book.

You will close your report with a 1-page reflection of how you feel your ideas could help your client reach his or her goals.

The report will take this format:

- Cover page
- Executive Summary (1 page or less)
- Table of Contents
- Content
- Reflection (1 page or more)
- Works Cited

Please make a visually-appealing report. The final document should be saved as a PDF and uploaded to ICON by 11:59 p.m. Thursday.

As a thank you for opening themselves up for inspection, you are expected to share your report along with a personal note of thanks with your client. Please CC me on this message for 5 points.