Course Name: JOUR 4270/ Jour 5330 Strategic Social Media
Class Meetings: Monday, 3:30—6:20 p.m. GAB 104

Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 113    Office phone: 940-565-2167
Cell phone: xxx-xxx-xxxx (text any time, include name & class, call if an emergency.)
Office hours: Mondays 2:00—3:00 p.m.; Tuesdays 12:30—1:30 and 5:00—6:00 p.m. or by appointment
E-mail: Samra.Bufkins@unt.edu    Twitter: @samjb
A note on accessibility: I try to be available to students but if you text/tweet/email me on a weekend or late at night, don’t panic if I don’t respond right away. If you need immediate response, call.

Teaching Assistant: Sherry Long
Phone: xxx-xxx-xxxx
E-mail:
Twitter @SherryLong

Class hashtag: #UNTJ4270

Course Description
In a collaborative atmosphere we will explore strategic applications of a variety of social media platforms used for strategic communications and journalism. Students will be challenged to bring new ideas to the classroom while adapting social media tools to traditional communications planning and measurement methods. Students with specific expertise/interests will be encouraged to present to class.

Course Objectives
After taking JOUR 4270/5330, each student will be able to:
- Understand and apply the basic technologies of the most common social media platforms and the strategic uses for those platforms.
- Analyze ethical and legal dilemmas in social media strategic communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes in which they work.

Texts
There is no required text for this class.
Recommended:

A list of blogs, websites and other resources will be uploaded to Blackboard for your perusal. Students are encouraged to add to that list as they find useful information to share.

Technical requirements:
- Bring a wifi-enabled laptop to class--if you don’t have one I understand you can borrow one from the
• LinkedIn profile—you must connect with me and each other by the date on the handout. Post your link in the discussion area of Blackboard LEARN. It is recommended that you connect with all guest speakers in this and other classes and student organizations as soon as possible after they visit class.
• Open and maintain a Twitter account and monitor and send daily course-related tweets with hashtag #untj4270 for discussion and links to supplemental reading material. Students will follow the instructor and should follow guest speakers. Specific following requirements are outlined in the Twitter assignment posted in Blackboard. Twitter activity will count as a percentage of your class participation grade—those who do not initiate at least one course-related Tweet per day will see their grade reduced.
• Maintain and use Blackboard LEARN to access course materials and required supplemental readings.
• Access e-mail through UNT email accounts. If you do not check your UNT email daily, forward it to an email account you do check. Note: I do NOT use the messaging function in LEARN.
• Maintain an active personal Facebook account in order to join and post to the course Facebook group. (https://www.facebook.com/groups/UNTStrategicSocialMedia/) You are not required to be “friends” with anyone in the class or share your Facebook page with anyone you don’t care to.
• Create a splash page (I recommend About.me) by the deadline on the schedule with all social media links and make that available to all students via the discussion area of LEARN.
• Set up a Google + account and promote your blog posts there as well as start building a network.

IMPORTANT: Contact me immediately if you don’t understand something. I will arrange individual or small group tutoring sessions early in the semester on request. If you fall behind in this course you will have a problem. Practice makes perfect. If a tool is new to you, don’t shy away from it, embrace it and use it. You can’t learn how to play piano by watching someone play, you need to practice, and the more you do the easier it will get. Employers expect interns and new graduates to be experts in using social media for business purposes.

Classroom protocol. Class meetings will consist of a combination of lecture, guest speakers and discussion. Participation in class discussion is mandatory and expected to be provocative, but must be conducted in an environment of respect and tolerance for differing perspectives, cultures, backgrounds, skill levels and opinions. I retain my nonnegotiable right to evaluate your in-class performance and ask anyone to leave if they are disruptive or their inattention is disruptive. This includes wearing head phones or earbuds, sleeping in class, working crossword puzzles, playing on Facebook or other platforms unrelated to class work, working on assignments for other classes, muttering and talking in class, talking back, and disrespectful and/or inappropriate comments directed at the instructor or other students. I don’t mind if you eat, but please be respectful, clean up your mess and try not to stink up the place.

ATTENDANCE, PREPARATION AND PARTICIPATION POLICY
You are expected to attend and participate in each class meeting, complete all assignments on time in the proper format and participate in all online and social media activities as assigned. I take roll in writing at the beginning of each class and sometimes again at the end.
• Journalism faculty have the discretion to drop any student who misses the first class meeting without prior notice.
• One absence is the limit without penalty toward your final grade, unless you have communicated with me, in writing, from the beginning about an extraordinary problem (like you’re planning to be on life support).
• The second absence will result in 10 points taken off your final course grade, with 10 points deducted for each subsequent absence.
• After the third absence I reserve the right to drop you from the class if I do not see sufficient evidence that you are taking the class seriously and making an effort to complete all work.
• If you are absent you are still responsible for submitting your assignment on time.

Communication: Communicating with students using the UNT student email account is part of the university’s contract with students. Official course-related electronic communication with students in this class will be through the students’ MyUNT account rather than personal email accounts.
That said, we will be using many other means of communications in this class including, but not limited to, blogs, Facebook, Twitter, LinkedIn and other social networking platforms. However, I will not discuss any grade-related issues via Twitter.

ACADEMIC INTEGRITY (CHEATING)
Mayborn School of Journalism Academic Integrity Policy

The codes of ethics from the Society of Professional Journalists, American Advertising Federation, Word of Mouth Marketing Association and Public Relations Society of America (among others) address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind, deliberate or negligent – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

In my classes, the minimum penalty for cheating is a grade of “zero” on the assignment. A grade of “F” in the course is a more likely penalty.

I have zero tolerance for cheating, and will not hesitate to file a report with the Office of Academic Integrity for any instance of suspected cheating including plagiarism, dual submission of work (work you submitted for another class), falsifying research (including lying about personally interviewing sources or clients), cheating on exams and facilitating cheating (writing work for another student, having another student write your work, or having knowledge of another student’s cheating of any kind.)

When you submit work for this class it is the same as making a statement that you have produced the work yourself, in its entirety, specifically for this class and no other class, an employer or internship or publication. Plagiarism, fabrication, copyright infringement, and similar uses of other people’s work and ideas are unacceptable and in most instances illegal, and they can get you fired in the professional world.

Plagiarism, in a nutshell, is using other people’s written words as your own, including copying from your client’s website or other published materials. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include complete citations when using other people’s writing, because plagiarism is a serious offense in any discipline, especially in journalism. It’s a firing offense in the professional world, and can keep you from graduating.

Quoting large chunks of text, even with attribution, in assignments or blog posts is unacceptable in an academic environment. You are expected to provide critical analysis in your blog posts and other assignments, not copy, paste and attribute. Rewrite source material in your own words.

Submitting previously published work and/or work submitted for other classes (whether or not it was graded) is strictly prohibited by university policy. All work submitted for this class is to be original work created by you for this class only.
Assessment and Description of Undergraduate Assignments

Evaluation is based on a possible total of 1,000 points.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Individual Exercises and assignments</td>
<td>360</td>
</tr>
<tr>
<td>Postings to class blog (total of 7)</td>
<td>140</td>
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<tr>
<td>Book Review</td>
<td>100</td>
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<tr>
<td>Class participation and online engagement</td>
<td>100</td>
</tr>
<tr>
<td>Group project</td>
<td>100</td>
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<tr>
<td>Exam and quizzes</td>
<td>200</td>
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Grading System for Journalism 4270

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90%</td>
<td>A (outstanding)</td>
</tr>
<tr>
<td>80% -- 89%</td>
<td>B (excellent)</td>
</tr>
<tr>
<td>70% -- 79%</td>
<td>C (satisfactory)</td>
</tr>
<tr>
<td>60% -- 69%</td>
<td>D (unsatisfactory)</td>
</tr>
<tr>
<td>Lower than 60%</td>
<td>F (failing)</td>
</tr>
</tbody>
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Activities/Assignments/Assessments—Exact due dates and times are in class schedule

- Individual Exercises—subject to change if something new comes along
  1. Complete the online survey by 11:59 p.m. Friday August 29.
  2. Online personal profile of one classmate and your instructor
  3. Post required information to “Getting to Know You” discussion forum (photo, bio, About.me, Twitter, LinkedIn, Google Plus)
  4. Twitter assignment (hard copy, pages stapled.)
  5. One-page bullet summary of each guest speaker’s presentation, (there will be 5 or 6, plus graduate student presentation) submitted via Turnitin before the beginning of the next class period. (I recommend you do it within 24 hours.)
  6. Daily Paper.Li or other social media aggregator of your choice. (Post link in discussions area of Blackboard and be sure it is automatically tweeted each day.)
  7. Storify
  8. Completed LinkedIn profile (Part 1 by 9/8, completion by Sunday 11/30.)
  9. Minimum of four Tweetchats.
  10. Social Media Review—Brief summary and analysis of the social media output of a company of your choice, pending instructor approval.

- Class blog Write about new applications, uses, case studies, issues, platforms or channels of social media (NOT discussed in class) as you discover them, including an analysis of what strategic use you see for it OR if you think it’s useless. All blogs are due at 11:59 p.m. on Sunday via Turnitin as well as live on the blog. When you post, Tweet the link to the post using the #untj4270 hashtag. See Blackboard for Blog Groups.

- Book Review Each student will read a book of their choice about social media (which I approve) and write a review of the book. You will submit your review via Turnitin and post a .pdf summary in the class Facebook group.

- Class participation and online engagement—This includes your weekly Twitter activity, posting in the Facebook group, commenting on blogs—preferably professionals’ blogs, not just your classmates’ blogs, sharing links via Twitter, participating in class discussions, etc.

- Group Project—In small groups you will develop a social media plan for a business or nonprofit.

- Assessments—(Tests) Yep—gotta do it. All material covered in class, including guest speakers.
Assignment Submission:
All assignments and blogs are to be submitted via Turnitin unless otherwise specified. There are no exceptions. Anything not submitted via Turnitin will receive a grade of 0 (zero). Turnitin is also set to lock out late submissions. See Blackboard for specific instructions. Set reminders on your mobile device calendar—just like professionals do.

Citation of online sources must follow the format from the Purdue Online Writing Lab, http://owl.english.purdue.edu/owl/resource/560/10/ and must be complete. Raw links will not be accepted as citations or bibliography entries. Links in blogs must be embedded in anchor text.

All other source citations must be in proper bibliographic format, preferably APA or MLA Style. Examples and guidelines are available online.

Electronic Device Policy
Most faculty prefer to limit the use of electronic devices in classes, but it would be counterproductive and hypocritical to enforce that rule in this class. However, please refrain from any texting, tweeting, surfing, shopping, Googling, or other activity not related to this course material during class time. Be considerate of your classmates and all guest speakers. Live Tweeting relevant class discussions or speaker quotes (with the class hashtag) is encouraged, but let’s not be excessive about it. I do reserve the right to ask you to leave if you are using this class time to work on projects for another class.

Final Note
I come across as a tough old broad but it’s because I’m trying to prepare you for the intensely competitive career you’ve chosen. I’m here to help you, and I care deeply about all my students. I have 27 years of professional PR experience and many professional contacts in the industry. Come see me in my office any time, about anything, and if I can help, I will. If you can’t meet me in my office, I will meet with you at a mutually convenient time and location. My ultimate goal is to see you succeed in class, in life, and to inspire you to greatness.

Syllabus © August 2014 by Samra Jones Bufkins MJ, APR