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SOCIAL MEDIA: TOOLS AND TECHNIQUES (JOU 2930) — SPRING 2014

Tuesdays, 2:30-5:15 p.m., West Campus, Bldg. 3, Room 151A

CORE COMPETENCIES

Valencia College has established four core competencies that describe the learning outcomes for a Valencia graduate. They are:

- **Think:** Think clearly, critically, and creatively; analyze, synthesize, integrate and evaluate in many domains of human inquiry.
- **Value:** Make reasoned judgments and responsible commitments.
- **Communicate:** Communicate with different audiences using varied means
- **Act:** Act purposefully, effectively, and responsibly.
- For more on Valencia's core competencies: <http://www.valenciacollege.edu/competencies>

COURSE DESCRIPTION

Over this 14-week course we will cover the history, development and best practices of social media, as it relates to journalism and mass communications. We will study which social-media platforms, and which tools, are being used to develop audiences for news outlets, non-profit organizations, small businesses and individuals. Your task will be to form a clear understanding of the function of social media (as it relates to journalism and mass communications), and to develop an original perspective about the relevance of social media.

COURSE MATERIALS

Required: HootSuite University online training (free), leading to HootSuite Certification
Social-media accounts: Facebook, Twitter and Google+
A social-media specific blog

Optional: Poynter Online Journalism Training

COURSE REQUIREMENTS

Attendance (14 class sessions @ 10 points, 140 total; 12% of total): You are expected to attend all classes and to be on time. Excessive absences can adversely affect your grade. On your third absence, you will be withdrawn from the course. THERE ARE NO EXCUSED ABSENCES.

HootSuite Certification (260 points; 22% of total): Each student will enroll in the HootSuite University certification program and work through the training modules. Points are awarded upon successful completion of the certification, by the deadline.

Social-Media Project (260 points; 22% of total): Each student will develop a social-media based project, incorporating a minimum of five platform elements: 1) Twitter account; 2) Google+ account/page; 3) Facebook page; 4) YouTube channel; and 5) website. The projects can be created from scratch for a new "expert" entity (e.g., JournalismBuzz, to be explained in class), or developed for a real client.

Live Social-Media Campaign (240 total; 18% of total): Each student will participate daily in a 30-day social-media campaign. Campaign plan to be developed in class, with a schedule to be determined.

Link creation (2 per week over 10 weeks @ 15 points, 150 total; 11.5% of total): Each student will find and share two stories per week across multiple social-media platforms. Stories should focus on using social media in journalism, public relations and marketing. Links must be shared on Twitter, Google+, Facebook and a blog, with attention paid to writing style and proper formatting for each format.

Twitter Scavenger Hunt (10 story elements @ 15 points, 150 total; 11.5% of total): Each student will participate in a “Twitter Scavenger Hunt,” a news reporting challenge organized by the journalism department at the University of Memphis. Students will need to find 10 different story types and report on them via Twitter, by the assigned deadline.

Professional blog, Facebook, Google+ and Twitter accounts: Each student will create and maintain a professional blog where all classroom work will be posted prior to deadline. (Recommended service: Blogger.com, which is free.) All students will have Facebook, Google+ and Twitter accounts.

COURSE POLICIES

Attendance: You are expected to attend all classes and to be on time. Each absence reduces your attendance grade by 20% (28 points), up to a 56-point reduction for two absences. Upon your third absence, you will be withdrawn from the course. THERE ARE NO EXCUSED ABSENCES. (Link to journalism department attendance policy: <http://powerfade.com/Valencia/attendance5.pdf>)

Plagiarism / Cheating: If you plagiarize or cheat in any way, you will receive a zero for the work in question. In some cases, the college may punish plagiarism with suspension or expulsion. (Link to Valencia College academic dishonesty policy: <http://valenciacollege.edu/policies/PDF/10-16.pdf>)

No Make-up Work: If you miss any assignment deadline, THERE IS NO MAKE-UP WORK.

GRADING

Attendance: 14 classes @ 10 points	140	11%	1206-1340 = A
HootSuite: Successful certification	260	22%	1072-1205 = B
Project: Social-media development	260	22%	0938-1071 = C
Live Campaign: 30 days @ 8 points	240	20%	0804-0937 = D
Links: 2 per week over the semester	150	12.5%	0000-0803 = F
Scavenger Hunt: 10 items @ 15 points	150	12.5%	
TOTAL:	1,200		

STUDENT ASSISTANCE PROGRAM — 1-800-878-5470

Valencia College offers a free, confidential student assistance program. Sometimes the pressure from college and life can snowball. Don't be afraid to call if you're feeling overwhelmed by:

- Academic stress
- Alcohol/drug use
- Peer pressure
- Problems at home
- Work/study schedule

The confidential toll-free number is available to help you 24 hours a day, seven days a week: 1-800-878-5470. (Link: http://net4.valenciacollege.edu/promos/Internal/documents/Valencia_SAP.pdf)

(All content of this syllabus is subject to change with prior notification from the professor.)