

# IT 293 – Social Media Marketing Tools

UNM-Valencia, Digital Media Arts  
Fall 2016 - Interession Semester  
UNM Blackboard Learn Online Course

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## Course Description

In today's rapidly-evolving media landscape, social media has not only become a fundamental tool for communication, but a must-have skill in a multitude of industries. With the right amount of practice and social media education, students and professionals are empowered with a competitive edge in their studies, careers and communications.

This course will teach students how to create and maintain a social media presence for business using the HootSuite Platform that includes Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Tumblr, and more. Students will learn to use social media and content marketing to grow a business and engage with customers. Students will also earn an industry recognized certification that provides tangible evidence of the digital skills acquired in this course and makes students better prepared to manage social media campaigns.

## Objectives

- Understand social media fundamentals
- Understand basic social media etiquette
- Create a social media strategy
- Publish social media updates and engage with a community
- Apply social media best practices to enhance a personal brand
- Create a content marketing calendar
- Understand social media advertising
- Manage social media using the HootSuite dashboard
- Create a personal and professional LinkedIn Profile
- Create a personal Facebook Profile and professional Facebook Page
- Take and pass the Hootsuite Platform Certification Exam

# Student Responsibilities

- **UNM Email/Black Board Learn Access:** Beginning Fall 2015 semester, all UNM-Valencia students will be required to have a UNM Net ID which can be created by going to: <http://it.unm.edu/accounts/>. UNM Net ID will give you access to the computer labs on campus, blackboard learn and UNM Email. Make sure to update this information as your method of contact under personal information on Lobo Web.
- **Computer Lab Responsibility:** *Please be advised that use of computer labs on UNM properties is governed by "Policy 2500: Acceptable Computer Use" which can be found at <http://policy.unm.edu/university-policies/2000/2500.html>. Food and drink are also prohibited in any computer lab on campus. Anyone violating these policies is subject to possible suspension and loss of computer lab privileges.*
- Students MUST have access to a computer with **high-speed Internet** for this course. If you do not have access to a computer with high-speed internet at home, you can access a computer at:
  - o **UNM Valencia Campus Computer Labs:**
    - Library Computers - <http://www.unm.edu/%7Eunmvclib/>
    - The Learning Center Labs - <http://www.unm.edu/~tutor/>
    - Business & Technology Lab - <http://vc.unm.edu/Busntech/complabhours.htm>
  - o **Los Lunas Public Library** - <http://www.loslunasnm.gov/index.aspx?nid=103>
  - o **Belen Public Library** - <http://www.belen-nm.gov/library.htm>
  - o **Bosque Farms Public Library** - <http://www.bosquefarmspubliclibrary.org/>
  - o **Albuquerque Public Library** - <http://www.cabq.gov/library/>
  - o **Other sources:**
    - UNM Main Campus Computer Labs - <http://its.unm.edu/pods/>
    - Other public libraries and some public: coffee shops, restaurants, malls, etc....
    - Rent time: Kinko's, Staples. Office Max (not recommended - very expensive!)
- Students must have basic computer and file management skills for all DMA courses, especially online courses. Students that fall behind due to lack of basic computer skills will be dropped.
- Students must successfully complete all online requirements and be an active participant in this online course's community
- Students must register for HootSuite Academy as instructed via an email sent to UNM email, as well as all other various online social media platforms - guidelines in UNM LEARN
- Students must log on to this course at a minimum of three times a week, and daily log in is recommended for intersession courses. It is a requirement to check LEARN and your course messages regularly for any communication from the instructor. I honestly suggest logging into this course DAILY.
- Be prepared to spend, on average, anywhere from 8 - 12 hours per week on this course.
- Always keep a backup of your work!
- **Academic Dishonesty and Plagiarism:** *Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, including dismissal, against any student who is found responsible for academic dishonesty. Any student who has been judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course. Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; and misrepresenting academic or professional qualifications within or outside the University.*
- If you have a disability, please inform me of your needs as soon as possible to ensure that your needs are met in a timely manner. For information on Equal Access at UNM-Valencia, please see <http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html>
- In an effort to meet obligations under **Title IX**, UNM Faculty are considered responsible employees. This designation requires that any report made to a faculty member regarding sexual misconduct or gender discrimination must be reported to the Office of Equal Opportunity and the Title IX Coordinator. For more information on the campus policy regarding sexual misconduct, see: <https://policy.unm.edu/university-policies/2000/2740.html>

## Method of Instruction

Methods of instruction include online lecture, threaded discussions, reading online articles/websites, videos and online assignments and other activities. These will all be presented to the student through Learning Modules.

**HootSuite Academy** - This will be our main tool for this course. Most activities will be delivered using this methodology. Students are required to create a Hootsuite Academy account to access curriculum.

**Lecture/Courseware** - In the Learning Modules, the student will access the lecture and courseware. The lecture will be presented in any number of formats, including written, photo, audio, video, and more.

**Threaded Discussion** - You will be required to participate in discussions throughout the semester meant to simulate classroom discussion. The due date for discussion postings is located on the course schedule and in the Yellow Box on our class home page, and always in the learning modules. The student should create his/her own message to the listed topic and then post a reply to at least two other student's postings before each due date. I encourage you to post shortly after the discussion is open and not wait until the last day so that others have a chance to reply. Attachments are only allowed in the discussion postings if submitting written work as an assignment and if it is clearly requested in the discussion guidelines. So, the discussion portion of the forum must be in the "Create Thread" window.

**Online Exam** - The student will be **required to take the Hootsuite Platform Certification Exam** via Hootsuite Academy, take a screenshot of their finished and passed exam, and submit that on LEARN. Links to the exam and how to submit it are clearly explained in the Learning Module. There is also an optional Social Media Marketing Certification at a cost of \$199.00 which is not required for this class.

**Social Media** - We will be using a variety of social media tools for this course, including, but not limited to - Facebook, LinkedIn, Twitter, Tumblr, YouTube, Instagram, Pinterest, etc... Students will be required to create and maintain Facebook and LinkedIn profiles.

## Participation

Student participation and response in online courses is considered a necessary factor in the learning process. In this form of computer-based learning, course participation is equivalent to class attendance. If no student response occurs during any one module of the semester, the student is considered absent for that module. Students are still held responsible for all academic work delivered, required and/or performed during their absence regardless of the reasons for those absences. Class participation influences your grade heavily. Participation includes:

- Access to the correct technology with the necessary computer skills to operate those technologies. Please see "Student Responsibilities." Not being able to access the content delivered for this course for a "slow" internet connection or inability to access a computer WILL NOT be sufficient excuses for the inability to successfully complete work for this online course.
- Students are required to complete all work on time. This includes: completing the required work in each module, including Hootsuite Academy curriculum, discussions, videos, social media profile updates and any written work.

## Grading Policy

- Grading is based on a timely completion of course participation requirements, the quality of individual critical development, and a personal commitment to your work. Personal commitment involves regular participation, consistent effort, completion of work, and the general willingness to try.
- No full credit will be given for any late work. If work is not delivered on time, an automatic 0 points will be given until the work has been submitted and then will receive a one letter grade deduction. Full credit will never be issued for late work except in extreme cases and with **prior** notification - no exceptions.
- Incompletes are rarely issued. If 75% of the semester's work/deliverables and participation have been completed with a satisfactory grade, and incomplete may be issued in an emergency situation.

## Grading Breakdown

### Semester Requirements:

#### Syllabus Quiz

5 points

#### LEARN Discussions (3)

15 points

5 points each

1. *Introduction Discussion*
2. *Post Your Client Discussion*
3. *Competitor Discussion*

#### LEARN Assignments (2)

10 points

5 points each

1. *Social Media Marketing Strategy*
2. *Content Strategy*

#### Social Media Assignments (7)

35 points

5 points each

- *Facebook:*
  1. *personal profile*
  2. *join class Facebook group*
  3. *business page*
- *LinkedIn:*
  4. *personal profile*
  5. *join class LinkedIn group*
  6. *achieve "All-Star" profile status*
- 7. *Hootsuite Dashboard*

#### Certification Exam (1)

35 points

A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

### Extra Credit:

Extra Credit

will be offered throughout the semester for various points at a maximum of 10 points for the entire semester

## Support Information, Resources, & Tutorials

**Support for UNM Learn:** UNM Learn help: <http://online.unm.edu/help/learn/support/>.

**UNM Valencia Tutoring Services:** Custom tutoring services are available through The Learning Center at <https://valencia.unm.edu/campus-resources/the-learning-center/index.html>. Even online tutoring is available!

**Instructor Support:** Please see "How to Contact the Instructor" for methods of contacting the instructor for help.

**Community Support:** We will have a HELP FORUM discussion board in the UNM Learn course. Use this as a place to post questions to the community. It is important for peer learning and peer communication to enhance our community.

### **Accessibility & Equal Access:**

- o UNM-Valencia's accessibility/ADA compliance website: <http://valencia.unm.edu/about/accessibility.html>
- o UNM-Valencia's Equal Access Services website: <http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html>

## Netiquette

**Include an informative subject line.** In every email/message that you write to your professor, the subject line should contain a descriptive phrase specifically about the problem. For example, "Problems with Homework in Module 5, discussion question" is clear and helpful, but "Homework" is not. Unclear subject lines slow response time because your professor may not have enough information to help you without having to asking you for clarification.

**Include a salutation.** Emails/Messages/Posts do not usually include "Dear," as a letter does, but they do include titles and last names. When you write to your professor, use "Professor". When you write to your classmates, use their name. Informal words of address, such as "Hey," are never appropriate and are often rude.

**Include a closing.** Please close with an appropriate phrase and sign with your name. Signatures help faculty; they may not recognize your email address. Some examples of appropriate phrases are "Sincerely" or "Thank you for your help."

**Capitalize only the first word of a complimentary close.** If you close your email/post with a multi-word phrase such as "Thank you," only the first word takes an initial capital letter.

**Use short paragraphs.** Because legibility on the screen is not as good as legibility on paper, use short paragraphs (3-4 lines maximum) to make the post/message easy to read. In addition, be sure to skip lines between paragraphs.

**Do not use TXT spelling.** BTW, if u want 2 b treated like a pro, write like 1 LOL.

**Adhere to the conventions of Standard English.** Please edit and proofread for spelling errors and grammatical mistakes. Use your spell/grammar check in Blackboard Learn, located above the right hand side of the text box. In addition, the computer does not catch all errors (form/from), so give your document one final read before submitting or sending it.

**DO NOT SEND ALL CAP MESSAGES.** All capital letters means you are screaming at your professor. This is inappropriate behavior. To emphasize a point, underline it or put it in **bold** font.

**Participate.** In the online environment, it's not enough to show up! Professors need to "hear" students' voices to feel their presence, and they especially need student comments to evaluate their own performance as a facilitator and teacher.

**Be persistent.** If you run into any difficulties, you should not wait to submit a report! Contact the professor and/or the proper support services immediately.

**Share tips, helps, and questions.** For many of us, taking online courses is a new experience. There are no dumb questions, and even if a solution seems obvious, please share it with classmates! The Help Forum is a great place.

**Think twice before pushing the Send button.** Both students and professors need to be sure to say just what they meant. How will the person on the other end interpret a message? While no one can anticipate all reactions, read over each message before sending.

**Remember that we can't see the grins on each others' faces.** When students or professors make a sarcastic comment, others online can't decipher if the person is serious or not. Explain ideas fully and clearly, and try using emoticons, when appropriate.

**Remember that there's a person on the other side.** Students should ask for feedback if they're not sure how their ideas and comments were construed. If others disagree with what someone has said, "flaming," or ranting at someone else is unacceptable; it's the equivalent of having a tantrum, something most of us wouldn't do in a traditional classroom setting.

**Stalking and derogatory comments are inappropriate.** Stalking someone, or any derogatory or inappropriate comments, jokes, and forwarded emails regarding race, gender, age, religion, sexual orientation, are unacceptable and subject to the same disciplinary action that they would receive if they occurred in the physical classroom. If students have concerns about something that has been said to or about themselves or other classmates, they should let the professor know and/or contact the appropriate services, such as the Office of Equal Opportunity.

## How to Contact the Instructor

I am not available to be by phone call for this course. To reach me, please use the following methods:

### Email:

- I prefer all email to be from the internal UNM Learn class email. I will check this UNM Learn email regularly and will respond to all emails within 48 hours.
- Although less preferred, you can email me at [alexa08@unm.edu](mailto:alexa08@unm.edu). In the Subject Line of the email, ALWAYS write your full name and class number, as well as a brief phrase describing the question/issue. For example - "Laurie Anderson IT 293 - Module 5 Discussion Posting Problem".

### Text:

- You can also reach me **BY TEXT ONLY** at: 505-515-1055. I WILL NOT answer phone calls and ask that you please NEVER LEAVE A MESSAGE!!! Any messages left by students will be deleted and will not constitute an attempt at communication. All communication between instructor and student MUST be in written format for this class.

# Course Schedule

## Fall 2016 - Intersession

This is an estimated schedule - check LEARN for all updated information

Modules	BB Learn & Hootsuite	Homework	Submit	Due by midnight
<b><u>Getting Started Module</u></b>	<ul style="list-style-type: none"> <li>Course Introductions</li> <li>Test Your System</li> <li>Syllabus</li> <li>Helpful Forums</li> <li><b>Activate Hootsuite Academy account</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Find a client for your ongoing, semester long social media marketing strategy</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Syllabus Quiz</b></li> <li><b>Introduction Discussion</b></li> </ul>	<b>December 19</b>
<b><u>Module 1</u></b>	<ul style="list-style-type: none"> <li><b>Introduction to Social Media Marketing</b></li> <li>How to create a Facebook profile</li> </ul>	<ul style="list-style-type: none"> <li><b>Find a client for your ongoing, semester long social media marketing strategy</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Create personal Facebook profile</b></li> <li><b>Join the class Facebook group</b></li> </ul>	<b>December 23</b>
<b><u>Module 2</u></b>	<ul style="list-style-type: none"> <li><b>Optimizing Your Social Media Profiles for Business</b></li> <li>How to create a LinkedIn profile</li> <li>How to Achieve "All-Star" LinkedIn status</li> </ul>	<ul style="list-style-type: none"> <li><b>Continue to update LinkedIn profile to reach "All-Star" status</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Post Your Client - LEARN Discussion</b></li> <li><b>Create LinkedIn profile</b></li> <li><b>Join the class LinkedIn group</b></li> </ul>	<b>January 2</b>
<b><u>Module 3</u></b>	<ul style="list-style-type: none"> <li><b>Social Media Marketing Strategy (Part 1)</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Create a Social Media Marketing Strategy</b></li> <li><b>Continue to update LinkedIn profile to reach "All-Star" status</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Extra credit - choice of articles - see module</b></li> </ul>	<b>January 3</b>
<b><u>Module 4</u></b>	<ul style="list-style-type: none"> <li><b>Social Media Marketing Strategy (Part 2)</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Create a Social Media Marketing Strategy</b></li> <li><b>Continue to update LinkedIn profile to reach "All-Star" status</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Competitors - LEARN Discussion</b></li> </ul>	<b>January 4</b>
<b><u>Module 5</u></b>	<ul style="list-style-type: none"> <li><b>Growing Your Online Community (Part 1)</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Continue to update LinkedIn profile to reach "All-Star" status</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Submit Social Media Marketing Strategy - LEARN Assignment</b></li> </ul>	<b>January 5</b>

<b>Module 6</b>	<ul style="list-style-type: none"> <li>• <b>Growing Your Online Community (Part 2)</b></li> </ul>	<ul style="list-style-type: none"> <li>• Continue to update LinkedIn profile to reach "All-Star" status</li> </ul>	<ul style="list-style-type: none"> <li>• Create business Facebook Page - post in class Facebook group</li> </ul>	<b>January 6</b>
<b>Module 7</b>	<ul style="list-style-type: none"> <li>• <b>Content Marketing Fundamentals (Part 1)</b></li> </ul>	<ul style="list-style-type: none"> <li>• Begin Content Strategy</li> <li>• Continue to update LinkedIn profile to reach "All-Star" status</li> </ul>		<b>January 7</b>
<b>Module 8</b>	<ul style="list-style-type: none"> <li>• <b>Content Marketing Fundamentals (Part 2)</b></li> </ul>	<ul style="list-style-type: none"> <li>• Continue to update LinkedIn profile to reach "All-Star" status</li> </ul>	<ul style="list-style-type: none"> <li>• Submit Content Strategy - LEARN Assignment</li> </ul>	<b>January 8</b>
<b>Module 9</b>	<ul style="list-style-type: none"> <li>• <b>Social Media Advertising Fundamentals (Part 1)</b></li> </ul>		<ul style="list-style-type: none"> <li>• LinkedIn profile should be at an "All-Star" status</li> </ul>	<b>January 9</b>
<b>Module 10</b>	<ul style="list-style-type: none"> <li>• <b>Social Media Advertising Fundamentals (Part 2)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Optional</b> (extra credit) - Social Media Marketing Certification (cost - \$199.00)</li> </ul>	<ul style="list-style-type: none"> <li>• Extra credit - Create Facebook Profile image using "<a href="https://www.canva.com">canva.com</a>" for business page &amp; post new profile in Facebook class group</li> </ul>	<b>January 10</b>
<b>Module 11</b>	<ul style="list-style-type: none"> <li>• <b>The Fundamentals of Using Hootsuite</b></li> <li>• How to take a screenshot on a Mac or a PC</li> </ul>	<ul style="list-style-type: none"> <li>• Study &amp; review for Hootsuite Platform Certification Exam</li> </ul>	<ul style="list-style-type: none"> <li>• Setup streams &amp; tabs on Hootsuite - submit screenshot</li> <li>• Extra credit - connect more social networks</li> </ul>	<b>January 11</b>
<b>Module 12</b>	<ul style="list-style-type: none"> <li>• <b>Advanced Uses of Hootsuite</b></li> </ul>	<ul style="list-style-type: none"> <li>• Study &amp; review for Hootsuite Platform Certification Exam</li> </ul>		<b>January 12</b>
<b>Module 13</b>	<ul style="list-style-type: none"> <li>• <b>Hootsuite Enterprise Courseware</b></li> </ul>	<ul style="list-style-type: none"> <li>• Study &amp; review for Hootsuite Platform Certification Exam</li> </ul>		<b>January 13</b>
<b>Final Module</b>	<ul style="list-style-type: none"> <li>• <b>Hootsuite Platform Certification Exam</b></li> </ul>		<ul style="list-style-type: none"> <li>• Submit certification exam - screenshot</li> </ul>	<b>January 14</b>