

# Strategic Social Media

J412 at the University of Oregon

## Course Description

J412/512 is a special topics course on social media marketing and strategic social media. As a conceptual course, it is designed to build on a basic foundation of the “how to” of specific tools and to help students understand the why and when of social media for the purpose of building relationships and creating conversations with stakeholders and key audiences.

### My objectives for the course:

- To introduce students to core concepts of social media including interactivity and conversation-building.
- To understanding the background of social media and the concepts and theories that inform their use for organizations.
- To increase understanding among students of how social media tools can help organizations reach their objectives and when these tools are most appropriate.
- To be able to provide strategic counsel, based on their understanding of core concepts of social media, to organizations about why and when to use social media tools in their public relations, marketing and advertising campaigns.
- To create a social media plan that chooses the tools (tactics) designed to meet the objectives. Emphasizing that some companies don't need or aren't ready for social media... and some objectives can't be met with social media.
- To engage with tools and understand how to measure social media campaigns.
- To understand the ethical decisions organizations must make when engaging in social media.



Instructor: Kelli Matthews

Email: [kmatthew@uoregon.edu](mailto:kmatthew@uoregon.edu)

Twitter: @kmatthews

IM: [kellimatthews@mac.com](mailto:kellimatthews@mac.com) (iChat/AOL)

Office: 222B Agate Hall

Office Hours: Mon/Wed 9 - 10 am & by appointment

## Textbook

### Required:

Solis, Brian. Engage. Wiley, 2011.

LI, Charlene and Josh Bernoff. Groundswell. Boston: Harvard Business School Press, 2008.

Holtz, Shel et.al. Tactical Transparency: How Leaders Can Leverage Social Media to Maximize Value and Build Their Brand. San Francisco: Jossey-Bass, 2008.

Anderson, Chris. The Long Tail, Updated

### Recommended:

Shirky, Clay. Here Comes Everybody & Cognitive Surplus

### Online Reading:

.....  
CourseKit (course material, gradebook)

<http://coursekit.com/app#course/j412-512.matthews>.....

.....  
Course Website

<http://www.prosintraining.com/ssm>

.....  
Kelli's Delicious Links for this Course:

<http://www.delicious.com/kellimatthews/ssm>



# More on strategic social media

The assignments in this course are designed to challenge your thinking about how social media can be used strategically for organizations of all sizes - from tiny non-profits to Fortune 100.

## Weekly Assignments: Case Studies and Best Practices

Each week you will be expected to submit a report either in the form of a case study critique or best practice recommendations on a particular issue. You're encouraged to pick an umbrella topic to which each case study or best practice report can relate.

For example: If you're interested in using social media for nonprofit work, use that as the theme for each weekly assignment. You will ultimately get more out of the assignments if you can focus on something you're interested in.

## Mid-Term Project

For your mid-term project, you'll be responsible for creating a social media policy for an organization of your choice. The policy will include guidelines for internal audiences.

## Contribution to Class Blog

You will be required to contribute one time to the class blog. The post should be on a topic related to discussions in class. Written, audio or video submission. You'll sign up for a spot by the end of week 1. <http://bit.ly/J412Blog>

## Twitter Management

You will choose one day during the term to take the primary role of managing twitter conversations around the topic of the day. For the day you're assigned, you'll be required to do advance preparation, drive conversation the day of the class and write a short written summary afterward. Summaries will be uploaded to the class blog.

<http://bit.ly/J412Twitter>

## Final Assignment

In teams of 2 or 3, you'll create a social media strategy/plan for a client of your choice.

## Professionalism

I expect you to act like a grown up and create the level of work expected of professionals working in social media, community management, communications or journalism. Your "professionalism" grade includes attendance, active participation and the intangibles like not showing up late, not being disruptive, etc.

## Graduate Student Assignment

Grad students will be required to submit a written analysis using case study methodology on a social media campaign. You'll be required to present your case in class, too (a short overview). The case study should have heavy emphasis course concepts. Primary research is encouraged. Specific case should be in line with student's core interests and academic program and will be approved by instructor.

## General Guidelines

This is a journalism course and my emphasis on writing skills cannot be understated. Grammar, spelling and style are all major considerations.

## Mandatory Attendance

All journalism courses are covered by the university's mandatory attendance policy: "Academic departments may require students to attend the first and/or second meetings of designated classes. These classes are identified in the class schedule. Students who do not attend the first two sessions of these classes may be directed by the academic department to drop the course so that the seat may be given to another student. Students are responsible for dropping the class; there is no automatic drop. The university refund schedule applies."

I may choose to invoke this policy if a student does not attend the first day of class, and the journalism advisers will enforce this policy rigidly. Students will be notified via email to withdraw from the course. If the student remains on the roster, he/she will earn an F grade at the end of the term.

# Grading Summary

	<i>Weekly Case Study/Campaign Critique</i> 4 cases total	Points 50 points each
	<i>Mid-Term</i>	Points 200
	<i>Social Media Strategy*</i>	Points 200
	<i>Class Blog Contribution</i> Written, Video or Audio	Points 200
	<i>Twitter Management</i>	Points 200
	<i>Professionalism: Attendance, Participation</i>	Points 200

\* Peer evaluation component worth up to 5% of total grade on social media strategy.

## Twitter

You can follow me on twitter at [www.twitter.com/kmatthews](http://www.twitter.com/kmatthews)

The hashtag for this course is #J412ssm. To track the tag, go to <http://search.twitter.com> and enter #J412ssm in search box.

## Classroom Protocol

You are expected to be in class on time, every time the class meets. Every student is expected to accept responsibility for getting assignments, understanding precisely what is expected, and getting the work done to a high professional standard on or before specified deadlines.

## Disabilities

Students with documented disabilities who may need accommodations, who have any emergency medical information the instructor should know of, or who need special arrangements in the event of evacuation, should make an appointment with the instructor as early as possible, no later than the first week of the term.

## Computer Use

Laptops are required for this course. You're expected to bring your laptop or iPad/tablet every class period. Participation on Twitter chats is expected (though not required except for your assigned management day). I'll be monitoring laptop & tablet use. If you're shopping, Facebooking, IMing, playing fantasy baseball or other non-class-related activities, your participation points will be affected.

## Weather

I'm a weather driving wuss. If there's a hint of ice or snow, chances are, I'll cancel class. I'll email and send out a notice via CourseKit to that effect as soon as possible.

	Date	Description	Reading
TOPIC: Social Media Overview, Theory			
Week 1	Jan 9	Overview	GS: 1 - 3
	Jan 11	Social Media History & Theory: Long Tail, Cluetrain	CK: Theory Cluetrain, The Long Tail (online)
TOPIC: Theory and Foundations			
Week 2	Jan 16	No Class	
	Jan 18	Social Media Theory: Diffusion, Relationship Management	
Case Study 1 DUE			
TOPIC: Core Principles - Authenticity, Transparency & Ethics			
Week 3	Jan 23	Core Principles - Authenticity, Transparency, Ethics	
	Jan 25	Risks & Responsibilities	
TOPIC: Risks & Responsibilities/Community			
Week 4	Jan 30	<b>Bring three questions (to be turned in for participation points)</b> <b>Guest: Crisis Communications &amp; Social Media</b>	
	Feb 1	Social Media Policies	
Case Study 2 DUE			
TOPIC: Listening & Monitoring			
Week 5	Feb 6	Listening & Monitoring	
	Feb 8	<b>Bring three questions (to be turned in for participation points)</b> <b>Guest: Donna Davis, Virtual Worlds</b>	
MIDTERM DUE: February 8			
TOPIC: Conversation & Community			
Week 6	Feb 13	<b>Bring three questions (to be turned in for participation points)</b> <b>Guest: Community Management</b>	
	Feb 15	Community management	
Case Study 3 DUE			
TOPIC: Activism & Social Movements			
Week 7	Feb 20	Activism	
	Feb 22	<b>Bring three questions (to be turned in for participation points)</b> <b>Guest: Activism</b>	
TOPIC: Measurement			
Week 8	Feb 27	Social media planning	
	Feb 29	Planning & Measurement	
Case Study 4 DUE			
TOPIC: Planning & Case Studies			
Week 9	Mar 5	<b>Bring three questions (to be turned in for participation points)</b> <b>Guest: Case study/Real world</b>	
	Mar 7	Planning & Measurement	
TOPIC: Final week			
Week 10	Mar 12	TBD	
	Mar 14	Graduate Student	
Assignment: FINAL SOCIAL MEDIA AUDIT & PLAN DUE			