
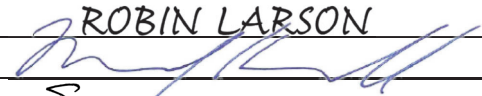
 FLORIDA ATLANTIC UNIVERSITY	<h2 style="text-align: center;">NEW COURSE PROPOSAL</h2> <h3 style="text-align: center;">Undergraduate Programs</h3>		UUPC Approval <u>2/24/25</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____	
Department School of Communication & Multimedia Studies College Dorothy F. Schmidt College of Arts & Letters <i>(To obtain a course number, contact erudolph@fau.edu)</i>				
Prefix MMC Number 4733	<i>(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)</i> Lab Code	Type of Course <div style="border: 1px solid red; padding: 2px;">Lecture</div>	Course Title Social Media Strategies	
Credits <i>(See Definition of a Credit Hour)</i> 3 Effective Date <i>(TERM & YEAR)</i> Fall 2025	Grading <i>(Select One Option)</i> Regular <input checked="" type="radio"/> Sat/UnSat <input type="radio"/>	Course Description <i>(Syllabus must be attached; see Template and Guidelines)</i> This course introduces students to the various social media platforms and tools necessary to create, evaluate, and execute successful social media strategies and campaigns.		
Prerequisites, with minimum grade*		Corequisites	Registration Controls <i>(Major, College, Level)</i>	
<i>*Default minimum passing grade is D-. Prereqs., Coreqs. & Reg. Controls are enforced for all sections of course</i>				
WAC/Gordon Rule Course <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines .		Intellectual Foundations Program (General Education) Requirement <i>(Select One Option)</i> None General Education criteria must be indicated in the syllabus and approval attached to the proposal. See Intellectual Foundations Guidelines .		
Minimum qualifications to teach course MA in Communication Studies, Media Studies, or related/professional experience in the field.				
Faculty Contact/Email/Phone Scott Wolfson wolfsos@fau.edu		List/Attach comments from departments affected by new course		
Approved by Department Chair  Shane Eason College Curriculum Chair <u>ROBIN LARSON</u> College Dean  UUPC Chair <u>Korey Sorge</u> Undergraduate Studies Dean <u>Dan Meeroff</u> UFS President _____ Provost _____			Date Jan. 30, 2025 <u>02-14-2025</u> 2/17/2025 2/24/25 2/24/25 _____ _____	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.



FLORIDA ATLANTIC UNIVERSITY

MMC 4733-001 15351

Social Media Strategies

Date: TBD

Building: TBD

3 Credits

Fall 2025 - 1 Full Term

Instructor Information

Scott Wolfson

Email: wolfsons@fau.edu

Office: CU 218

Office Hours: Tu & Th 2-4pm

(305) 458-6089

Interim Director: Shane Eason, Associate Professor, MFA

Office: CU 204

Office Hours:

Telephone: 561-297-0044

Email: eason@fau.edu

Course Description

What is this course about?

This course introduces you to the various social media platforms and tools necessary to create, evaluate, and execute successful social media strategies and campaigns. The course consists of a mixture of class lectures, individual and group assignments, with a focus on current case studies. The assigned activities give you a broad-based skillset that prepares you for future internship and job interviews in social media and related communication fields.

Why is this course important?

The largest social media platforms attract hundreds of millions of active users, some topping billions of subscribers. Social media is no longer the popular catch phrase some predicated would fade over time. It's the backbone of the new media landscape that's evolved and revolutionized the way we communicate and live our lives. The days of waiting for news to "break" on the evening newscast or reading about yesterday's stories in tomorrow's newspaper are a thing of the past. With a click of a button, we can tweet, chat, post and broadcast live!

The technology is simply amazing. And it's only getting better. We must also understand the ethical, legal, security and privacy issues concerning social media. We live in a 24/7 news society where everyone is a "citizen-journalist" equipped with a camera and microphone. A single social media post, tweet, photo, or video can and will damage a person or company's reputation—even if that post is "deleted." There's always a digital footprint.

This course covers the practical real-world applications of social media platforms, balancing it with our responsibility to uphold the highest standards of industry ethics as citizens and future practitioners

Instructional Method

In-Person

Traditional concept of in person. Mandatory attendance is at the discretion of the instructor.

Required Texts/Materials



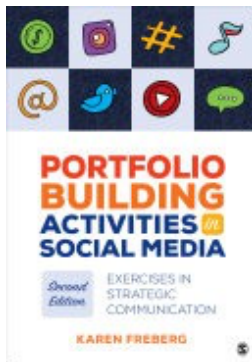
Social Media for Strategic Communication

ISBN: 9781071826874

Authors: Karen Freberg

Publisher: SAGE Publications

Publication Date: 2021-06-30



Portfolio Building Activities in Social Media

ISBN: 9781071828069

Authors: Karen Freberg

Publisher: SAGE Publications

Publication Date: 2021-08-23

Sage Vantage: Discovering Public Relations: An Introduction to Creative and Strategic Practices

ISBN: 9781071914441

Publisher: Sage Publications, Incorporated

Edition: 2nd

Course Objectives/Student Learning Outcomes

- Equip students with the necessary skills and experience to work with current and emerging social media tools, platforms, and digital technologies
- Understand the ethical, privacy, and legal issues that encompass the use of social media
- Learn how to actively monitor, listen, and participate in online discussions in a professional and strategic manner
- Understand the importance of managing an individual and an organization's online reputation through social media
- Plan, prepare, and present a successful social media campaign for a client organization

- Connect theory and application of social media marketing and the strategic decisions made prior to the implementation of social media and mobile technologies
- Awareness and understanding of the need for research and evaluation when incorporating social media in an overall campaign

Faculty Rights and Responsibilities

Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

- Establish and implement academic standards.
- Establish and enforce reasonable behavior standards in each class.
- Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct [University Regulation 4.007](#).

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Course Evaluation Method

Summary of Assignments

Description	Points	Your Score	Due Dates
SWOT Analysis/FAU (Group)	100		09/14
Hootsuite Platform Certificate	100		10/05
Industry Position Analysis	100		10/19
Writing for Social Media Infographic	100		11/09

Social Media Plan Group Project Presentation	250		11/14 & 11/16
LinkedIn Learning (Chelsea Krost) Personal Branding	100		11/23
Online Personal Branding Kit	100		11/30
Class Summary Video	50		12/07
Classroom Activities/Participation	100		
Total	1000		

Course Calendar

1	TUE 8/19 THURS 8/21	Introduction to Course/Overview Introduction to Social Media	<ul style="list-style-type: none"> • Review Syllabus • Read Ch. 1: Introduction to Social Media • Introduction to Social Media Strategic Plan Group Assignment. Client: FAU
2	TUES 8/26 THURS 8/28	Ethical and Legal Implications	Read Ch. 2: Ethical and Legal Social Media Deadly Sins/Class Discussion Cancel Culture/Class Discussion <ul style="list-style-type: none"> • Register for Hootsuite Academy (SWOT Analysis) Part 1 Due: 09/14
3	TUE 9/2 THURS 9/4	DEI & Social Media	Read Ch.4: Diversity, Equity, and Inclusion in Social Media

4	TUES 9/9 THURS 9/11	Social Media Research	Ch. 6 Research In Social Media Listening, Monitoring, and Analysis Social Media Internal and External Audit Assignment Portfolio Building Activities p.37 FAU's Social Media Presence (part of the larger group presentation)
5	TUES 9/16 THURS 9/18	Strategic Planning For Social Media	Ch. 7 **Social Media Strategic Plan pp.54-59 Crisis Communication Plan Assignment: Preparing For A Social Media Crisis Portfolio Building Activities p.49
6	TUES 9/23 THURS 9/25	Research in Social Media: Listening Monitoring, and Analysis	<ul style="list-style-type: none">Read Chp 6: Research in Social Media Social Media Internal and External Audit Assignment Portfolio Building Activities p.37, p.190 SMSC **Social Communication Audit of FAU
7	TUES 09/30 THURS 10/02		**Submit your Hootsuite Certification Due 10/05

8	TUES 10/07 THURS 10/09	Key Social Media Roles Who Hires Social Media Professionals?	Guest Speaker: Dr. Karen Freberg FAU Career Week?? <ul style="list-style-type: none"> • Read Ch. 5: Industry Qualifications and Roles in Social Media • Assign Industry Position Analysis Assignment Portfolio Building Activities p.31. Due 10/19
9	TUES 10/14 THURS 10/16	Strategic Planning For Social Media	<ul style="list-style-type: none"> • Read Ch.7 Social Media Strategic Plan For FAU! Portfolio Building Activities pp.54-59 Assignment Due: 11/04 & 11/06 (Live Presentations)
10	TUES 10/21 THURS 10/23	Content Creation	Read Ch.12
11	TUES 10/28 THURS 10/30	Writing For Social Media	<ul style="list-style-type: none"> • Read Ch.10 • Writing For Social Media Infographic Assignment pp. 255-259 Due: 11/09

12	TUES 11/04 THURS 11/06	Influencer Marketing	<ul style="list-style-type: none"> Read Ch. 8: Influencer Marketing
13	TUES 11/11 THURS 11/13	Group Presentations	<p>SOCIAL MEDIA STRATEGIC PLAN PRESENTATIONS 11/14 & 11/16</p> <p>DUE 11/19 (submit online via Canvas)</p> <ul style="list-style-type: none"> (1) Video/Slideshow Presentations (1 per group) (2) Written Social Media Plan (1 per group) (3) Peer Evaluations (individual 1pg summary about each group's performance)
14	TUES 11/28 THURS 11/20	THANKSGIVING DAY	<p>Personal Branding</p> <ul style="list-style-type: none"> Read Ch 3: Personal and Professional Branding For Social Media Assign Personal Branding Media Kit Assignment <p>Portfolio Building Activities p.14 Due: 11/30</p>
15	TUES 11/28 THURS 11/30	Social Media & The Real World	<ul style="list-style-type: none"> Read Ch.14: How Social Media Is Applied Entertainment Social Media Case Study Portfolio Building Activities p.121
16	TUES 12/2 THURS 12/4	You're The Star: Final Encore Presentation!	<p>Summarizing Social Media Experience Video Assignment– 50 points Due 12/07</p> <p><i>Portfolio Building Activities In Social Media p.136</i></p>

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

Attendance Policy Statement

Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Religious Accommodation Policy Statement

In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at www.fau.edu/regulations.

Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

Time Commitment Per Credit Hour

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

Course Grading Scale

Letter Grade	Letter Grade
A	94 - 100%
A-	90 - 93%
B+	87 - 89%
B	83 - 86%
B-	80 - 82%
C+	77 - 79%
C	73 - 76%
C-	70 - 72%
D+	67 - 69%
D	63 - 66%
D-	60 - 62%
F	Below 60

Grade Appeal Process

You may request a review of the final course grade when you believe that one of the following conditions apply:

- There was a computational or recording error in the grading.
- The grading process used non-academic criteria.
- There was a gross violation of the instructor's own grading system.

[University Regulation 4.002](#) of the University Regulations contains information on the grade appeals process

Policy on Make-up Tests, Late work, and Incompletes

Late Assignment Policy

A reduction of **one letter grade** will be assessed for assignments submitted after the due date.

Policy on the Recording of Lectures

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Artificial Intelligence Preamble

FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.

FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. [\[Policy 12.16 Artificial Intelligence\]](#)

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course

entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the [Florida Atlantic Code of Academic Integrity, Regulation 4.001.](#)

Proper Citation: If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit <https://fau.edu/ai/citation>

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (**CAPS**) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

Student Support Services and Online Resources

- [Center for Learning and Student Success \(CLASS\)](#)
- [Counseling and Psychological Services \(CAPS\)](#)
- [FAU Libraries](#)
- [Math Learning Center](#)
- [Office of Information Technology Helpdesk](#)
- [Center for Global Engagement](#)
- [Office of Undergraduate Research and Inquiry \(OURI\)](#)
- [Science Learning Center](#)
- [Speaking Center](#)
- [Student Accessibility Services](#)

- [Student Athlete Success Center \(SASC\)](#)
- [Testing and Certification](#)
- [Test Preparation](#)
- [University Academic Advising Services](#)
- [University Center for Excellence in Writing \(UCEW\)](#)
- [Writing Across the Curriculum \(WAC\)](#)

Course Topical Outline

Assignment Descriptions

SWOT Analysis for FAU's Social Media Presence (Group Project) — 100 points

The first step in developing a comprehensive social media strategy and strategic plan for a client is evaluating that client's current performance. For this assignment, your team will conduct a SWOT analysis of FAU. You will produce a 3–4-page paper focusing on the university's social media content, competitors, activity on different platforms, user engagement, etc. This paper is part of your larger group assignment where you will team up with classmates and create a Social Media Strategic Plan for FAU. The SWOT analysis is one piece (the first piece) of the larger strategic plan.

Your paper should include:

- Brief information about FAU
- 3-5 major strengths of FAU's current social media presence
- 3-5 weaknesses of FAU's current social media presence
- 2-3 proposed opportunities (recommendations) FAU can explore
- 2-3 perceived threats (external) that hinder performance

**Add SWOT Template Link (Canvas)

Hootsuite Certificate— 100 points

Hootsuite is a leading social media management platform that connects a number of social media accounts to a centralized social media management console. It allows

social media managers and businesses to manage several social media networks from one dashboard, rather than having to manage a number of individual social media profiles separately.

As part of this course, we will use the Hootsuite certification program. You will complete all assigned projects and then take their certificate exam afterward.

At the beginning of the semester, you will receive an email from Hootsuite, which will provide you access to a free Hootsuite Pro account for 90 days. This is part of the certification program. The program involves a host of lessons about Hootsuite features for launching, monitoring, and managing social media campaigns.

Writing For Social Media/ Infographic Assignment—100 points

Freberg Ch.10 pp. 255-259 (Social Media Platform Style Guide Tables)

Select a company headquartered in the U.S. It can be any company in any industry. However, it's recommended that you choose a big brand company as there will be more information readily available online. Examples include Apple, Amazon, Tesla, United Healthcare, Walmart, Home Depot, AT&T, etc.

Imagine you're on the Communications Team for this company and you're tasked with writing 5 different social media posts. You will write a post for each of the following platforms: Facebook, Twitter, LinkedIn, Instagram, and either Pinterest or TikTok. You will also create an infographic to supplement your writing. (Note: You may use Canva, Photoshop, Piktochart or any other graphics program you like.)

Industry Position Analysis— 100 points

Portfolio Building Activities In Social Media pp. 31-32

In this assignment, you'll provide an overview of the current state of the social media profession for the class. You'll identify three potential jobs you want to apply for and analyze them. You will then be asked to decide what position you will be applying for and how you will approach this task.

Create a (two-to-three-page double spaced paper) on your analysis for each job.

Make sure to discuss the following:

- Current employment state: What is your overall goal— to get an internship or job? In what areas are you interested in working in social media?
- Overview of the job postings you have chosen: Outline the three job postings you have chosen and have a rationale for why you have chosen these.
- Similarities and differences: What experiences, skills, and responsibilities are similar for all these jobs? What are some differences?
- Job requirements: Key skills, experiences, and qualifications for the job
- Job requirements: Key skills, experiences, and qualifications for the job

FAU Social Media Strategic Plan (Group Project)— 250 points

Portfolio Building Activities In Social Media pp. 54-59

This is one of the most important assignments that will showcase your skills and expertise, along with your creativity, in social media strategy. In this assignment, you and your team will create an 8-10 page double spaced social media strategic plan for FAU. The plan will have several components including: cover page, bio of team members, executive summary, table of contents, situational analysis, client profile, competitor analysis, SWOT analysis, audience analysis, primary research, secondary research, objectives, strategy, budget, calendar, evaluation, conclusion, and references

****Add Strategic Communication Plan Template (Canvas)**

Personal Branding LinkedIn Learning (Chelsea Krost's Course) 100 points

Learn the secrets of personal branding in this course with marketing expert Chelsea Krost. Chelsea explains how to develop your story, craft your messaging, and define your audience. Then she walks you through building your brand presence online and off, creating a calendar that will help you stay on top of social media and keep your content fresh. Plus, get tips to monetize your personal brand and land speaking engagements and guest roles.

Personal Branding Kit— 100 points

Portfolio Building Activities In Social Media pp. 14-15

This assignment asks you to create a media kit to use to promote yourself as a rising professional in the industry. In this assignment, you will be asked to create the following:

- A slide deck containing 7-10 slides (in PowerPoint/Canva/Keynote) for your media kit
- Key components to include are the following: a slide deck (in PowerPoint, Keynote, Canva) for your media kit, intro slide, bio statement, opportunities for integrations on social media, social media metrics, testimonials, and contact info

Summarizing Social Media Experience Video Assignment— 50 point.

Portfolio Building Activities In Social Media p.136

It's the moment you've waited all semester for. You make your grand entrance from behind the stage curtain. You walk onto the platform, the lights from above beam brightly upon you. A packed crowd fills the theater seats. You settle into your spot, stare directly into the lens of the camera, and wait for the red tally light to appear. It's showtime in 3... 2...1...

In this assignment, you'll highlight the major points, perspectives, and key takeaways you got from this class. You'll create one of the following:

- A TikTok video highlighting the major lessons you gained from social media and favorite topics covered
- An Instagram story discussing what you learned and what you plan to do moving forward
- A 2-3minute YouTube video talking about what you have learned, most memorable parts of this class, what you hope to do after this course