
SOCIAL MEDIA IN ORGANIZATIONS

COMM 4327



CLASS

Tuesdays in
CENT 102 from
9:30-10:50 am



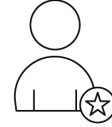
PROFESSOR

Dr. Stephanie Dailey
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512.245.3856



OFFICE HOURS

Anytime by Appointment +
Tuesdays at 11 am
in CENT 322



TA

Edgar Torres
e_t217@txstate.edu

Social Media in Organizations prepares you to be an effective social media writer, resourceful worker, critical consumer, and savvy job seeker. Just as the field of organizational communication explores both internal and external messages, we will consider members' use of social media inside organizations as well as explore our peripheral connection with organizations as consumers and prospective employees.

COURSE OBJECTIVES

At the end of COMM 4327, you will be able to:

- 1) Manage communities through social media writing
 - Recognize strategies for producing audience-centered, engaging, and efficient content
 - Identify ways for organizational representatives to manage crises through multiple social media platforms
 - Evaluate methods to measure and grow ROI with social media
- 2) Navigate organizational knowledge through social media
 - Recognize the benefits and drawbacks of enterprise social media systems
 - Assess the influence of social media on organizational culture
 - Evaluate social media policies and their consequences on personal social media use for work and non-work
- 3) Engage with organizations through social media
 - Recognize motivations and implications behind stakeholders' interactions with organizations on social media
 - Assess organizations' use of crowdsourcing
 - Describe how social media fosters consumers' organizational voice and activism
- 4) Professionally network & recruit for jobs
 - Recruit candidates and pursue jobs using social media
 - Evaluate the costs and benefits of cybervetting
 - Develop a professional online profile

ASSIGNMENTS

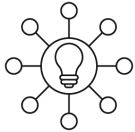
This section offers an overview of course assignments. Detailed instructions and rubrics are posted on Canvas.



READING QUIZZES

120 POINTS TOTAL

You will take these 10-minute timed quizzes by yourself, which measure how well you understood the readings.* Quizzes will contain 5 questions, which you may use the articles and your notes to answer. I will drop your lowest grade, so you have one "free" or "score replacement" reading quiz.



READING APPLICATION REFLECTIONS

120 POINTS TOTAL

After completing each module's readings, you will write a reading application reflection. In your reflection, you will respond to a prompt, which will ask you to connect research findings to what you're seeing on organizational social media. I will drop your lowest reading application reflection, so you have one "free" or "score replacement" reflection, depending on your preference.



IN-CLASS PARTICIPATION

240 POINTS TOTAL

The discussion forum will be used for class activities in response to the mini-lecture material. Most discussion prompts will require you will post your thoughts and respond to your classmates, which will simulate class discussion. I will drop your lowest discussion grade, so you have one "free" or "score replacement" discussion, depending on your preference.



SOCIAL MEDIA AUDIT

300 POINTS TOTAL

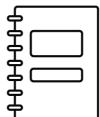
In this large project, you will work with an organization who is striving to connect with consumers, employees, and future talent on social media. Throughout the semester, you will analyze the organization's current social media practices based off scholarly theory and research. The project is broken into several parts, which include:

DATA
(50 Points)

PART 1
Social Media
Writing Analysis
(100 Points)

PART 2
Stakeholder
Engagement
Analysis
(100 Points)

FULL CLIENT REPORT
Parts 1+2 Edited
+ Compiled for Client
(50 Points)



* All readings are posted on Canvas. There is no textbook for the course.

ASSESSMENT

My hope is that you will focus on learning rather than grades in this class. With that said, if you are not doing well in class, please don't hesitate to come talk to me so that we can discuss how you might improve your performance on remaining assignments. I can recommend study tips, explain assignments and grading criteria, or simply help you understand key course concepts. If you have any grade complaints, they must be launched in writing, one week from the receipt of the grade.

Grades are determined based on the number of points earned. There are 750 possible points available in the course. You can use the following chart to keep track of your grade throughout the semester:

	POSSIBLE POINTS	YOUR GRADE
Reading Quizzes (12 x 10 points each)	120	
Reading Application Reflections (12 x 10 points each)	120	
In-Class Participation (12 x 20 points each)	240	
Social Media Audit		
Data	50	
Client Report Part 1: Social Media Writing Analysis	100	
Client Report Part 2: Stakeholder Engagement Analysis	100	
Full Client Report (Parts 1+ 2)	50	
	TOTAL	780

COURSE COMMUNICATION

OFFICE HOURS

I love helping students! Do not hesitate to send me an email if you'd like to chat. We can agree on a convenient time for a phone call, video chat, or a meeting.

EMAIL

Outside of class, the best way to contact me is through e-mail. Please write "COMM 4327" in the subject line. During the week, you can expect a response within 24 hours. You are also expected to check and respond to emails (if applicable) within 24 hours. I do not answer email on the weekends.

COURSE SUPPORT

I am here to support you, but I also encourage you to take advantage of the incredible resources here at Texas State University, including [SLAC's Online Writing Lab](#) and the [University Writing Center](#).

COURSE POLICIES

ATTENDANCE

I expect you to attend and be on time for every in-person class. If you have a problem, you should contact me before class begins. Missing part or an entire class will affect your grade. If you miss more than one class, you will be encouraged to withdraw from the course.

DEADLINES

All assignments are due at the time listed in Canvas. I do not accept late work. You are responsible for planning ahead in case of an emergency and keeping a back-up copy of all submitted work. Also, please remember I am here to facilitate your success in this class. I try to be available as much as possible, even beyond office hours. However, it is my policy to not provide feedback on the same day an assignment is due. Please seek help before the due date.

PERSONAL USE OF TECHNOLOGY IN THE CLASSROOM

Please put your cell phones on silent (not vibrate!) and keep them off your desk. If you need to use your phone, please leave the classroom. You should not need a laptop or tablet in class, as our time together will be discussion- and activity-based.

ACADEMIC INTEGRITY

All work for this course must be your original work. Any student guilty of knowingly using, or attempting to use another person's work will receive a grade of "F" for the course. Such conduct may also constitute grounds for dismissal from the University. Plagiarism includes, but is not limited to 1) removing any diagnostic or exam materials from the classroom, 2) copying from someone else's material, 3) permitting someone else to copy from one's exam, and 4) directly quoting or paraphrasing another's work (without citing) and self-plagiarism. Students who are unfamiliar with the University's policy on academic dishonesty or its sanctions should refer to the [Honor Code](#).

RECORDING CLASS CONTENT

Students are prohibited from photographing and recording during classes, and from transmitting classroom lectures and discussions by students unless written permission from the class instructor has been obtained and all students in the class as well as guest speakers have been informed that photographing or audio/video recording may occur. Permission to allow the audio/visual recording is not a transfer of any copyrights to the material recorded. Photographs, videos and audio recordings may not be reproduced or uploaded to publicly accessible web environments, including Twitter, Instagram, and Facebook. An exception to this will be any student determined by the Office of Disability Services (ODS) to be entitled to education accommodations, to exercise any rights protected under Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, including needed recording or adaptations of classroom lectures or materials for personal research and study.

SPECIAL NEEDS

If you have a specific disability and require accommodations (as documented by the Office of Disability Services), please let me know at the start of the semester. All discussions will be kept confidential.

RESPECT FOR DIVERSITY

Throughout the semester, please keep in mind that we all have distinct backgrounds, voices, and bodies that inform our experiences. To create a more inclusive class community, I hope to cultivate a course environment that welcomes and values students from all diverse backgrounds and perspectives. I will do my best to present materials and activities that respect multiple forms of diversity including: gender, sexuality, disability, age, socioeconomic status,

religion, ethnicity, race, and culture. I expect you to play an active role in cultivating a class culture that respects and values the inclusion of multiple perspectives in our discussions, and abide by the University's Code of Student Conduct. Please let me know ways I can improve our course for you, or for other students or student groups.

COVID STATEMENT

Please stay abreast with the University's COVID Information Center and adhere to the health guidelines in place. You are obligated to notify me and the Student Health Center immediately if you test positive for COVID-19. With timely and appropriate documentation, I will be flexible with pandemic-related disruptions.

PERSONAL NOTE

I absolutely love teaching and am excited to have you in class. Truly. Please remember that I am here for you! If there is anything I can do to enhance your experience in this course, do not hesitate to come talk to me. I enjoy teaching not only because it gives me the opportunity to help others learn something new, but because I am always learning new things, too. Thus, I welcome your suggestions for this course, its contents, and my teaching style. Let's have a great class and grow together!

COURSE SCHEDULE + DUE DATES

We will follow this course schedule during the semester. If I make changes to the schedule, it is your responsibility to note these changes when announced via Canvas.

UNIT 1 | Manage Communities Through Social Media Writing

DATE + MODE	MODULE	TO READ	TO DO
1/17 In Person	MODULE 1 Welcome to Social Media in Organizations		
1/23 On Canvas	MODULE 2 Managing Communities	Read "Advertising on Social Media" Read "Readability Shapes Engagement"	"Managing Communities" Reading Quiz "Managing Communities" Reading Application Reflection
1/24 In Person	MODULE 2 Managing Communities		
1/30 On Canvas	MODULE 3 Crisis Communication	Read "Facebook for Crisis Management" Read "Penn State's Crisis Responses"	"Crisis Communication" Reading Quiz "Crisis Communication" Reading Application Reflection
1/31 In Person	MODULE 3 Crisis Communication		

UNIT 2 | Navigate Organizational Knowledge & Culture Through Social Media

DATE + MODE	MODULE	TO READ	TO DO
2/6 On Canvas	MODULE 4 Measuring Impact	<p style="text-align: center;">Read "Celebrities Influencing Purchase Decisions"</p> <p style="text-align: center;">Read "Motivations for Following Social Media Influencers and Buying Behavior"</p> <p style="text-align: center;">Listen to "Measuring Impact" Podcasts</p>	<p>"Measuring Impact" Reading Quiz</p> <p>"Measuring Impact" Reading Application Reflection</p>
2/7 On Canvas	MODULE 4 Measuring Impact		Social Media Audit Data Due
2/13 On Canvas	MODULE 5 Knowledge Management	<p style="text-align: center;">Read "Social Media for Knowledge Sharing"</p> <p style="text-align: center;">Read "Effects of Network Sharing on Knowledge-Sharing Activities and Job Performance"</p>	<p>"Knowledge Management" Reading Quiz</p> <p>"Knowledge Management" Reading Application Reflection</p>
2/14 In Person	MODULE 5 Knowledge Management		

2/20 On Canvas	MODULE 6 Organizational Culture	Read "Coworker Connections and Work Attitudes" Read "Professional Social Media Usage"	"Organizational Culture" Reading Quiz "Organizational Culture" Reading Application Reflection
2/21 In Person	MODULE 6 Organizational Culture		
2/27 On Canvas	MODULE 7 Social Media Policy	Read "Public Social Media Use for Work" Read "Social Media Governance"	"Social Media Policy" Reading Quiz "Social Media Policy" Reading Application Reflection
2/28 In Person	MODULE 7 Social Media Policy		

UNIT 3 | Engage with Organizations Through Social Media

DATE + MODE	MODULE	TO READ	TO DO
3/6 On Canvas	MODULE 8 Consumer Engagement	Read "Customer Loyalty Through Social Networks" Read "Typology of Social Media Followers"	"Consumer Engagement" Reading Quiz "Consumer Engagement" Reading Application Reflection
3/7 In Person	MODULE 8 Consumer Engagement		
3/20 On Canvas	MODULE 9 Crowdsourcing	Read "Citizen Led Disaster Response" Read "Co-Creation in Social Media"	"Crowdsourcing" Reading Quiz "Crowdsourcing" Reading Application Reflection
3/21 In Person	MODULE 9 Crowdsourcing		

3/27 On Canvas	MODULE 10 Voice & Activism	Read "Employee Coping via Facebook"	"Voice & Activism" Reading Quiz
		Read "Student Athletes Activism on Twitter"	"Voice & Activism" Reading Application Reflection
3/28 In Person	MODULE 10 Voice & Activism		
4/3 On Canvas	MODULE 11 Client Report Part 1		Client Report Part 1 Due
4/4	No Class		

UNIT 4 | Professionally Network and Recruit for Jobs Through Social Media

DATE + MODE	MODULE	TO READ	TO DO
4/10 On Canvas	MODULE 12 Recruitment	Read "Job Finding on Facebook" Read "Social Media Recruitment"	"Recruitment" Reading Quiz "Recruitment" Reading Application Reflection
4/11 In Person	MODULE 12 Recruitment		
4/17 On Canvas	MODULE 13 Cybervetting	Read "Employers Surveillance and Sensemaking" Read "Social Media in Selection Procedures"	"Cybervetting" Reading Quiz "Cybervetting" Reading Application Reflection
4/18 In Person	MODULE 13 Cybervetting		

4/24 On Canvas	MODULE 14 Your Personal Brand	Read "LinkedIn as a New Selection Method"	"Your Personal Brand" Reading Quiz
		Read "Self-Presentation and Hiring Recommendations"	"Your Personal Brand" Reading Application Reflection
4/25 In Person	MODULE 14 Your Personal Brand		
5/1 On Canvas	MODULE 15 Client Report Part 2		Client Report Part 2 Due
5/9 On Canvas	MODULE 16 Full Client Report		Full Client Report Due