

# Social Media

## 461/561

School of Advertising & Public Relations  
University of Tennessee  
Spring 2020  
W 3:30 pm – 6:30 pm in HSS 105  
Course Twitter/Instagram: @461SocialMedia  
Course Hashtag: #461Social

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**“We don’t have a choice on whether we DO social media, the question is how well we DO it.”**

**– Erik Qualman**

# What are we gonna do?

No matter what you do after you graduate, employers are going to expect you to understand social media—how they work, who they reach, what goes where, and most importantly, how they can help the business meet its goals.

You will need both a laptop and a notebook (and pen/pencil) for each class.



The background of the image is a dark blue field filled with numerous out-of-focus, circular light spots in various colors including orange, yellow, pink, and teal, creating a bokeh effect.

“A brand is no longer  
what we tell the consumer it is –  
it is what consumers  
tell each other it is.”

Scott Cook

# What are we gonna learn?

## Course Objectives:

- **Appraise** general strengths, weaknesses, and demographics of each of the major social media platforms—Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn
- Critically reflect upon the importance of managing online reputation, both on an individual and brand level
- **Evaluate** the use of principles behind compelling visuals/graphics/information which are *on-brand*
- **Develop** a social media plan which includes owned, earned, and paid strategies.
- Apply and share your learning both individually and working as part of a team



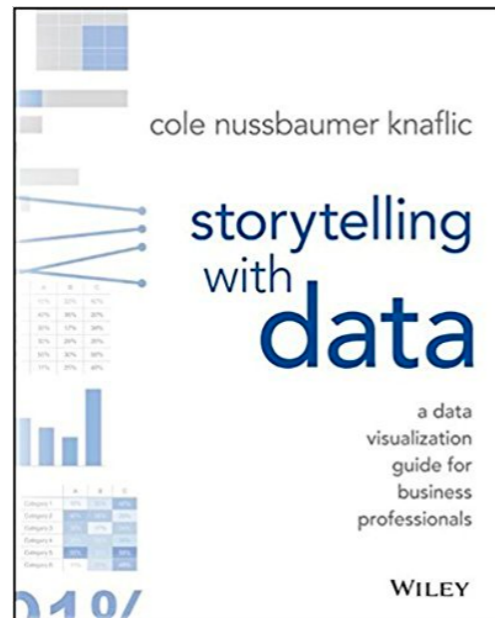
Social media is where  
losers go to feel important.

Charles Barkley

“ quote fancy

# What are we gonna need?

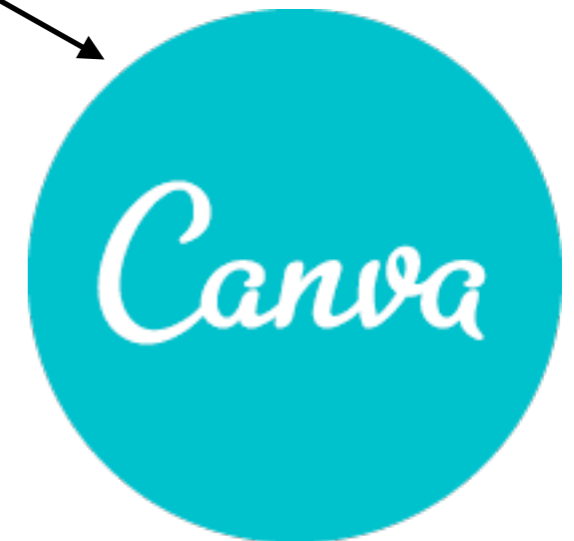
Book



You can get this book for \$20 or less.

You have access to these for \$0.

Software



YOU

## Effort and Attitude

"There are two things in life of which we have complete control . . . effort and attitude."

-Chuck Wilson

\$0, but also everything.

You are paying money to be here. Show up. Have fun. Take chances. Care about something. Learn hard.

“

**Social media creates kinship  
between companies and  
customers, and kinship equals  
purchase intent.**

– Jay Baer –

# What are we gonna turn in?

Specifics will be provided in class and on canvas at least 1 week prior to due date. Always submit a .pdf or link on Canvas. Your grade will roughly consist of the following three types of assignments.

Various in-class quizzes and attendance (individual) 34%

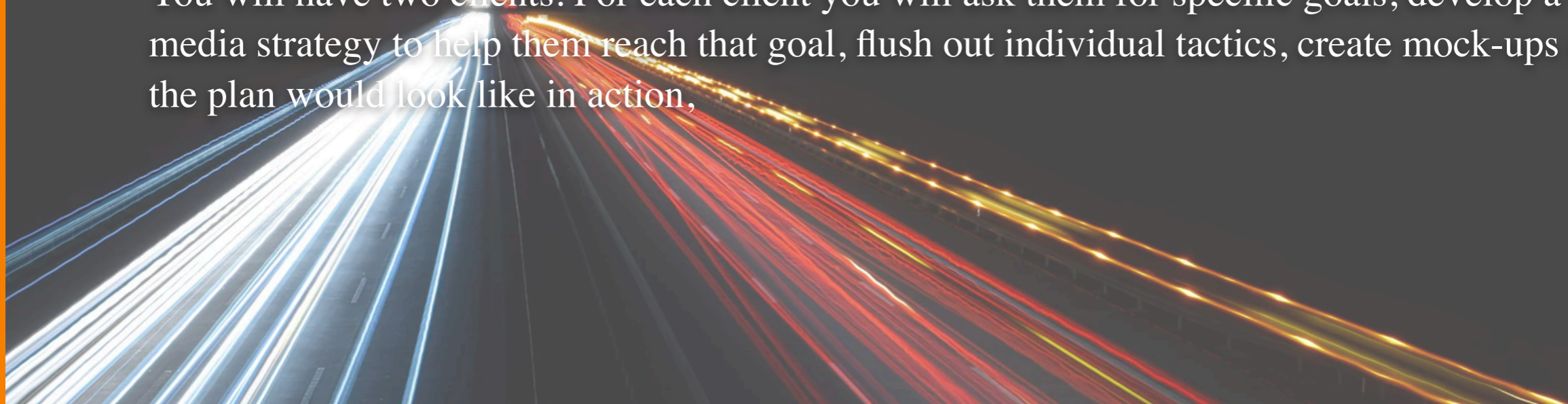
- show up and engage. If there is a reading, be prepared to discuss.
- participate and demonstrate competency in various activities (design mock-ups, data visualization, etc.) and show results from “digital play time”

Branding assignments (individual) 33%

- you will submit mock-ups of social media posts as part of various branding assignments. For example, you will rebrand a boring brand, do a brand 180, write up brand case studies, etc.

Client Pitches (team) 33%

- You will have two clients. For each client you will ask them for specific goals, develop a social media strategy to help them reach that goal, flush out individual tactics, create mock-ups of what the plan would look like in action,



”

**This class will change your life. For the next few months, food will taste better, colors will be more vibrant, and others will find you more attractive. You will be able to clap with one hand and see through time. If you email me before the first day of class with the subject “cowabunga” I’ll give you extra credit. Social media have magical powers and Go Vols.**

**—Matthew Pittman—**

# What are we gonna do each week?

## Social Media Schedule

Week 1 (Jan 8)

→ Platform Overview

Week 2 (Jan 15)

→ Campaign Planning

Week 3 (Jan 22)

→ Metrics & Analytics

Week 4 (Jan 29)

→ Demographics

Week 5 (Jan 8)

→ Influencers

Week 6 (Feb 5)

→ Social Listening

Week 7 (Feb 12)

→ Pitch for Client #1

Week 8 (Feb 19)

→ Grad student presentations

Week 9 (Feb 26)

→ Strategy & Tactics

Week 10 (Mar 4)

→ Budgeting

Week 11 (Mar 11)

→ Privacy

Week 12 (Mar 18)

→ SPRING BREAK BRO (no class)

Week 13 (Mar 25)

→ AAA conference (no class)

Week 14 (Apr 1)

→ Branding

Week 15 (Apr 8)

→ Visual Communication

Week 16 (Apr 15)

→ In-class work day

Week 17 (Apr 22)

→ Pitch for Client #2



# Stuff that has to be on a syllabus

## CCCI Diversity Statement

CCI recognizes and values diversity. Exposing students to diverse people, ideas and cultures increases opportunities for intellectual inquiry, encourages critical thinking, and enhances communication and information competence. When all viewpoints are heard, thoughtfully considered, and respectfully responded to, everyone benefits. Diversity and fairness unite us with the wider professional and global community. See <http://www.cci.utk.edu/diversity-statement> for CCI's Diversity Statement.

## Disability Accommodation Statement

Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Office of Disability Services (ODS) at 865-974-6087 in 2227 Dunford Hall to document their eligibility for services. ODS will work with students and faculty to coordinate reasonable accommodations for students with documented disabilities. Please let me know during the first two weeks of class if this accommodation statement pertains to you.

## Academic Integrity

An essential feature of The University of Tennessee, Knoxville is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the University, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.

## Academic Dishonesty

This course adheres to the university's Academic Standards of Conduct and Honor Statement, as presented in the student handbook *Hilltopics*. All students are expected to be honorable and to observe standards of conduct appropriate to a community of students and scholars. All work in this course should be the **original work of the student**. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course, dismissal from the program and dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. Scholastic dishonesty includes **plagiarism**, which according to Webster is: "to take (ideas, writings, etc.) from (another) and pass them off as one's own." Therefore, handing in work that contains material written by someone else, whether it is a current or former student, or a secondary source and presenting it as your own efforts is a clear example of plagiarism.

However, even the act of writing one sentence in your paper word-for-word of what someone else has written or only changing one or two words is also a form of plagiarism. If you use a direct quote, then put the statement in quotation marks and cite the author. If you use the ideas of someone else, then re-write the ideas into your own words and put the author's name in brackets after presenting the ideas. Information taken from the Internet is no exception to this rule. In general, try to paraphrase (write in your own words) the ideas of other people and be sure to cite their names within the body of your work. Be careful and if you are unsure, please ask one of the professors.

ALL WORK SUBMITTED SHOULD ONLY BE DONE BY THE STUDENT(S) WHOSE NAME(S) APPEARS ON THE COVER PAGE. YOU MAY NOT "OUTSOURCE" ANY FORM OF WORK SUBMITTED FOR A GRADE. This includes: writing, collecting data, conducting secondary research, doing layout & design.

*We actively use Canvas's plagiarism platform to identify plagiarism. This platform will be used at various times during the semester.*

All work in this course should be the original work of the student. Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course, dismissal from the program and dismissal from the University.

TL/DR

-Be cool

-Don't be shady