

Social Media Journalism

JOUR 4535/6535-001

Fall 2022

Meeting: MW, 12:40-2:05

Meeman 206

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COURSE REQUIREMENTS

Catalog description

Students will learn to cover news and information, track analytics, and search out the newest news trends on popular social media platforms.

Prerequisites

JOUR 3120 or 3629

JOUR 3526

Textbooks, Software and Required Materials

Adornato, Anthony (2017). *Mobile and Social Media Journalism: A Practical Guide*. Sage Publications.
ISBN: 9781506357157

Classroom format

This class will be a mix of theory and practice. We will cover social media from as many angles as possible during the lectures then we will use that information to guide our field work. A typical class period might include a short lecture focused on a social media platform or concept and then a short practice session. One day we might live tweet a campus event and the next we may post silly TikTok videos. Attendance will be important. If you miss a day, you may miss some good information or maybe just a good time.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JOUR 4535/6535-001 to enter your course and read the instructions on the welcoming page

Course Objectives

By the end of this class, students will be able to:

- Share thoughtful, informative information on Twitter, Instagram, TikTok, and Clubhouse as a journalist

- Operate a social media account for a journalistic publication
- Feel confident covering a live event or breaking news on various social media platforms
- Post to Instagram stories as a journalist
- Broadcast a Facebook/Instagram Live video from an event
- Identify trending, social media-friendly journalistic stories
- Use social media as a news/information gathering tool
- Use social media to crowd source ideas and sources

How the Class Works

You'll have weekly modules focused on the various social media platforms. Starting early in the semester, you'll be tweeting about news from your personal Twitter account. If you already have a Twitter account, great! Use it. If you don't, please create one for the class. "News" can be anything you can imagine being published in a metro newspaper. So hard news, local news, sports, movies, food, travel, fashion, etc. are all game. You will post what *you* care about. You'll put together a Twitter Moments list of your work and write a short essay reflecting on your work. Later in the semester, you'll be working as a social media editor on Twitter and Instagram accounts created for MemphisMirror.com You'll sign up for your own shifts and then work them, turning in a Twitter Moments link to review your work. You'll also be posting to Instagram and Facebook as a journalist. You'll need to create accounts on both of those platforms if you don't already have one.

Assignments & Grading

Assignment categories and points or percentage weights.

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%
 B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%
 C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%
 D+ = 66.5-69.4%; D = 59.5-66.4%
 F 0-59.4%

Social Media Assignments

1. Create & Follow
2. Social media audit
3. Crowdsourcing Twitter
4. Social media story ideas
5. Datamining social media
6. Live tweet practice
7. Instagram Post
8. Instagram Live
9. TikTok Short
10. LinkedIn Profile

Social Media Projects

1. Crowdsourcing story
2. Live Tweet Project
3. Instagram Project

4. TikTok project
5. Final Social Media Project (200 points)

Graduate Social Media Projects

1. Social Media Literature Review (see me for more details)

Undergraduate Grade distribution

Assignments	Number	Points
SM assignments	10	200 (20 points each)
SM projects	5	600 (1-4 100 points each & 5, 200 points)
Participation	1	50
Portfolio	1	100
SM Engagement	1	50
Total		1,000

Graduate Grade distribution

Assignments	Number	Points
SM assignments	10	200 (20 points each)
SM projects	5	600 (1-4 100 points each & 5, 200 points)
Grad Lit Review	1	200
Participation	1	50
Portfolio	1	100
SM Engagement	1	50
Total		1,200

COURSE SCHEDULE

Week One, Aug. 22: Course introduction.

Homework: SMA1

Week Two, Aug. 29: Getting to Know Social Media (really get to know it)

Homework: SMA2

Week Three, Sept. 5: Crowdsourcing and the Mobile-First Newsroom

Homework: SMA3 & SMA4

Week Four, Sept. 12: Your Social Media Brand: Who Do You Want to Be?

Homework: SMP1

Week Five, Sept. 19: Personal Brand

Homework: SMA5

Week Six, Sept. 26: The Big Picture

Week Seven, Oct. 3: Twitter

Homework: SMA6, Initial Project Report, & Journal Entry 1

Week Eight, Oct. 10: Twitter Continued (Week of Fall Break, no Monday class)

Homework: SMP2 Live Tweeting, Journal Entry 2

Week Nine, Oct. 17: Instagram Reporting

Homework: SMA7 & SMP8

Week 10, Oct. 24: LinkedIn Branding/Reporting

Homework: SMP3 & SMA10

Week 11, Oct. 31: TikTok

Homework: SMA9

Week 12, Nov. 7: What's Next

Homework: SMP4

Week 13, Nov. 14: Project Work Week

Week 14, Nov. 21: Work on Projects (Thanksgiving Week, no class on Wednesday)

Week 15, Nov. 28: Presentation of Projects

Homework: SMP5

Final exam: Turn in your online portfolio by the scheduled Final date and time.

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in JOUR 4535

- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Gain familiarity with ethical issues in reporter neutrality and objectivity in social media coverage.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Relate social media posts to intended audience

- Think critically regarding social media sources and information gathering
- Demonstrate an ability to prepare social media content about controversial issues, features, legal issues, and historical situations.
- Acquire ability to gather information, disseminate information and self-brand via social media platforms.
- Demonstrate basic video shooting and editing skills

How assessment of student learning will be met

Awareness

- Become aware of the professional protocol in social media spaces.
- Learn about the importance of critical thinking in social media storytelling.

Understanding

- Understand the ethical and professional challenges facing a journalist today.
- Appreciate the role of social media and the internet in today's journalism industry.
- Study the principles of effective storytelling.

Application

- Develop story ideas, setting up interviews, selecting appropriate sources for stories, writing news and information posts in various formats, editing text and audio-visual pieces for social media.
- Conduct regular social media audits of professional journalists, classmates and self.
- Give and receive criticism by peers when social media posts are presented.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or Squarespace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile

- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance

from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at deanofstudents@memphis.edu and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.