

Fall 2019

# AEC 3071

## Social Media Strategy and Leadership for Agricultural and Life Sciences

### COURSE DESCRIPTION

Social media are changing the way we all communicate. With this in mind, this course aims to present students with the core concepts of social media acknowledging that this course's content will continually evolve. Students will learn how, when and why to use various social media tools. Students will also learn to measure the effectiveness of these tools in reaching audiences with agricultural and natural resources messages.

### OBJECTIVES

After this course, the student should be able to:

- Describe the concepts and theories that inform the use of social media.
- Compare and contrast how various traditional and social media strategies and tools can contribute to organizational effectiveness.
- Provide strategic counsel to organizations, based on an understanding of core concepts of public relations and social media, about how, why and when to use social media tools.
- Develop digital messages for agriculture and natural resources.
- Evaluate the effectiveness of digital messages for agriculture and natural resources.
- Demonstrate the use of design thinking.

### TIME & LOCATION

#### Monday

Period 8-10 (3:00-6:00 PM)  
Class meets in 107 Bryant  
Hall (AEC Mac Lab).

### INSTRUCTOR

#### Kevin Kent

kevin.kent@ufl.edu

### OFFICE HOURS

#### Tuesday & Thursday

1:00-2:00 PM

or by appointment

## **COURSE EXPECTATIONS AND STRUCTURE**

You've been hired as an account executive for the semester. You will be working with an actual client, creating real content, and gaining valuable experience. Additionally, you'll be collaborating with your classmates to design innovative social media strategies and applications.

Each week's in-person class is divided into three, one-hour segments. One hour will be designated as weekly meetings to update classmates on projects, client relationships, readings, and other assignments. A second hour will include facilitated discussion and instruction on relevant topics. The final hour will be reserved for teams to meet, contact clients, and collaborate with other groups.

It is expected that students attend weekly class/team meetings and adequately prepare for updates. In the event that a student is unable to attend, students should submit all necessary updates prior to the start of the meeting.

## **TEXT/REQUIRED READINGS**

Successful students will read assigned materials before class and be prepared for discussion with the instructor and fellow students.

- Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution Second Edition
- Other course readings are posted on the website.

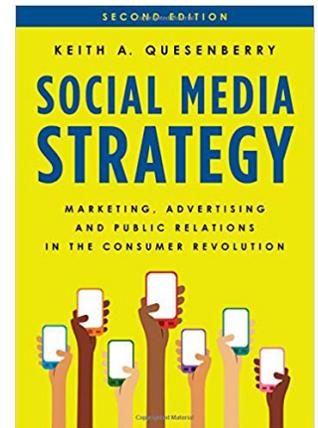
## **EQUIPMENT AND BRYANT HALL MAC LAB**

Video camera equipment and still photography cameras are available for reservation. You **MUST** reserve the video equipment in advance. Students are required to use the Online Reservation System to reserve camera equipment. User accounts will be created at the beginning of the course. Students will also be assigned to a particular Mac computer for the duration of the semester.

You are responsible for making sure all equipment is brought back following a video or photography shoot. If equipment does not function properly, let the instructor know immediately upon your return.

## **CLASS COMMUNICATION**

Students are **REQUIRED** to be able to send and receive e-mail. Class announcements will be made using Canvas. Additional group communication channels (such as GroupMe or Slack) are encouraged.



## GRADING

For some assignments, you will work in groups. Teamwork is an essential component of communication. On group assignments, you will submit a log of your efforts and your teammates' efforts in the development of your projects. Teammates must pull their weight on all assignments. All written assignments **MUST** be typed. Following is the grading scale and assignments:

### Grading Scale

A	930-1000	B-	800-829	D+	660-699
A-	900-929	C+	760-799	D	630-659
B+	860-899	C	730-759	D-	600-629
B	830-859	C-	700-729	E	599 and below

## UNIVERSITY GRADING POLICIES

For information about UF grades and grading policies, please visit <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## LATE ASSIGNMENT POLICY

A 10-percent per day deduction will be assessed for assignments turned in late. Work more than a week late will not be accepted. This policy will be strictly enforced.

## ATTENDANCE

Given the importance of class discussion and participation in laboratory demonstrations and exercises, it is not possible for a student to perform satisfactorily in the course without regular attendance. Students are required to attend class and to be in class on time. Only documented doctor's excuses or UF-approved activities will be excused. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

## CELL PHONES

Students are asked to turn off their cellular phones before entering the classroom.

## FOOD AND DRINK

Food and drink are **ABSOLUTELY NOT** permitted in the computer lab. The only exception is water bottles with a secure bottle cap.

## **EXPECTATIONS FOR WRITING**

In all courses in the Department of Agricultural Education and Communication's Communication and Leadership Development (CLD) specialization, the following writing standards are expected to be followed, unless otherwise specified for a particular writing assignment. Not following these writing standards will result in substantially lower grades on writing assignments.

- Proper grammar and punctuation are mandatory.
- Proper sentence structure is required. This means...
  - Not using “tweet-talk” in your assignments.
  - Making sure that your sentences have a subject, verb, and (when needed) an object.
  - Not having sentence fragments.
  - And anything else that would pertain to “proper sentence structure.”
- No use of first person (I, me, my, mine, our) unless denoted within the assignment rubric.
- NO use of contractions.
- Good thoughts/content throughout the writing assignment.
- For assignments that require citations, use American Psychological Association style. Proper APA citation and reference document is expected.
- For assignments that are more reporter-style articles (news stories, news releases, public relations writing), you are expected to follow Associated Press Style.

## **EXPECTATIONS FOR DESIGN**

In all courses in the Department of Agricultural Education and Communication's Communication and Leadership Development (CLD) specialization, the following design standards are expected to be followed, unless otherwise specified for a particular writing assignment. Not following these design standards will result in substantially lower grades on design-related assignments.

- Proper grammar, punctuation, and sentence structure are mandatory. Although these are design assignments, writing has to be perfect so as not to detract from the design.
- For assignments that feature more reporter-style articles (news stories, news releases, public relations writing), you are expected to follow Associated Press Style.
- Use the proper photographic settings for the assignment (300 ppi for printed photos; 72 ppi for Web). Pixilated photos will result in lower grades.
- Students should not use copyrighted materials for design assignments. For example you may not “borrow” a graphic or design. Commercial artwork that is purchased may be used for assignments. Similarly, you may use ideas for a graphic/design

assignment, but the use of the actual graphic/design is not acceptable.

- The following minimal design skills are expected to be demonstrated on all design assignments. The ability to resize an image, create documents in multiple columns, insert a graphic on a page, insert text with a graphic, alter the color of text and/or graphics. Additionally, the student should have moderate ability with the following software in order to complete design assignments:
  - Microsoft PowerPoint
  - Microsoft Word
  - Adobe Photoshop (photographs)
  - Adobe Illustrator (graphics). This software program is taught only in AEC 4035. The expectations for actual graphic design in other courses will be minimal.
  - Adobe InDesign (print layout)
  - Adobe Premiere (video)

## **LINKED-IN LEARNING TUTORIALS**

The University of Florida has an agreement with Linked-In Learning (formerly Lynda.com) to provide FREE online tutorials to students and faculty on many software programs. If you feel “rusty” with any program, after being introduced to it in an AEC course, it is highly recommended that you take it upon yourself to go through some of the Linked-In Learning tutorials available through UF e-Learning: <https://elearning.ufl.edu/>.

## **UNIVERSITY HONESTY POLICY**

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office

for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>.

## **SOFTWARE USE**

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

## **COUNSELING SERVICES AND CAMPUS RESOURCES**

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

### ■ **University Counseling & Wellness Center**

3190 Radio Road, 352-392-1575, [www.counseling.ufl.edu/cwc/](http://www.counseling.ufl.edu/cwc/)

- Counseling Services
- Groups and Workshops
- Outreach and Consultation
- Self-Help Library
- Wellness Coaching

### ■ **U Matter We Care**

[www.umatter.ufl.edu/](http://www.umatter.ufl.edu/)

### ■ **Career Resource Center**

First Floor JWRU, 392-1601, [www.crc.ufl.edu/](http://www.crc.ufl.edu/)

## **STUDENTS REQUIRING ACCOMMODATIONS**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

## **STUDENT PRIVACY**

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

## **ONLINE COURSE EVALUATION PROCESS**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

## **AEC-CLD STATEMENT OF PURPOSE**

- We are an engaged community of diverse students and faculty.
- We learn to think critically and dialogue about agricultural and natural resources issues facing Florida and our world.
- We explore the varied perspectives, theories and science underlying these issues.
- We build our communication and leadership skills to address evolving agricultural and natural resources issues in a multicultural society.

## ASSIGNMENT OVERVIEW

<b>Client Project Planning</b> Each week students will complete reflection and research activities that will contribute toward their client's final social plan.	<b>150</b>
<b>My Creative Type Test</b> Students will complete the Adobe Creative Type Test and share their results.	<b>25</b>
<b>Social Mood Board</b> Students will compile examples of successful, disruptive, and relevant social media posts.	<b>100</b>
<b>Mid-Term Exam</b>	<b>125</b>
<b>Conceptual Social Media Posts</b> Students will develop ready-to-post social media posts with graphics.	<b>100</b>
<b>Editorial Calendar</b> Students will prepare a potential editorial calendar for their client.	<b>100</b>
<b>Social Media Plan</b> Students will be divided into up to three-person teams. Teams will be responsible for creating a social media plan for an assigned client and presenting this to the class. Students will be required to communicate with the client throughout the semester. <ul style="list-style-type: none"><li>■ Draft Social Media Plan - 50 Points</li><li>■ Final Social Media Plan - 100 Points</li><li>■ Presentation - 50 Points</li></ul>	<b>200</b>
<b>Final Exam</b> Students will write two, ready-to-post blog posts on assigned topics. Graphics and supporting social media posts are required.	<b>150</b>
<b>Attendance/in-class/participation</b> Students are expected to actively participate in class and to be present at all class periods.	<b>50</b>
<b>Total</b>	<b>1000</b>

## COURSE SCHEDULE

WEEK	CLASS DATE	DISCUSSION TOPIC	READING	PROJECT PLANNING	ASSIGNMENT
Week 1*	8/19/19	Course Introduction	Chapter 1	Social Plan Part 1	
Week 2	8/26/19	Agriculture & Natural Resources	Chapter 2	Social Plan Part 2	My Creative Type Test
Week 3*	9/2/19	Design Thinking	Chapter 3	Social Plan Part 3	
Week 4	9/9/19	Audience	Chapter 4	Social Plan Part 4	Social Mood Board
Week 5	9/16/19	Engagement & Conversation	Chapter 5	Social Plan Part 5	
Week 6	9/23/19	Strategy & Planning	Chapter 6	Social Plan Part 6	
Week 7	9/30/19	Networks and Platforms	Chapter 7	Social Plan Part 7	Mid-Term Exam
Week 8	10/7/19	Content Development	Chapter 8	Social Plan Part 8	
Week 9	10/14/19	Designing for Social Media	Chapter 9	Social Plan Part 9	
Week 10	10/21/19	Social Change	Chapter 10	Social Plan Part 10	Conceptual Post Ideas
Week 11*	10/28/19	Metrics & Analysis	Chapter 11	Social Plan Part 11	
Week 12	11/4/19	Events	Chapter 12	Social Plan Part 12	Editorial Plan
Week 13*	11/11/19	Dashboard & Management	Chapter 13	Social Plan Part 13	
Week 14	11/18/19	Crisis & Disaster	Chapter 14	Social Plan Part 14	Draft Social Plan
Week 15	11/25/19	What's Next	Chapter 15	Social Plan Part 15	Final Social Plan
Week 16	12/2/19	Course Wrap-Up and Presentations			Presentation of Social Plan
Finals	12/9/19				Blog Posts (2)