Social Media Strategy and Leadership for Agricultural and Life Sciences

UF|IFAS
UNIVERSITY of FLORIDA

AGRICULTURAL
EDUCATION AND
COMMUNICATION

AEC 3071
Spring 2024- 3 credit hours

Instructor
Dr. Lisa Lundy
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Teaching Assistant
TBD

Class Times
Class is delivered 100% online, asynchronously (no live class time)

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.

Course Objectives
- 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.

Requirements
Textbook:

Freberg, S. (2021). *Social Media for Strategic Communication: Creative strategies and research based applications*. Second Edition.

Additional Book:

Turkle, S. (2016). *Reclaiming conversation: The power of talk in a digital age.* Penguin
    Books.

Technology:
To succeed in this course, you must have access to the following technology:
- Desktop Computer or Laptop
  - Audio Capabilities
  - Webcam and Microphone for synchronous sessions
- Microsoft Word - Microsoft 365 basics video training
- Adobe Reader - Acrobat tutorials
- Zoom - Zoom Privacy Policy
- Internet Connection with access to Canvas
  - Canvas is the course management system at the University of Florida in which students will find course content, links to video lectures, assignments, quizzes, discussions, and grades. The use of this system will vary by instructor, but the following videos describe the most common tools in Canvas. The full student guide is provided if you have additional questions.
  - View Canvas Privacy Policy
- **Web Browser - Chrome** is the preferred browser for Canvas. If you do not have Chrome, you can download it.
- University of Florida Email
  - Students are expected to check their my.ufl emails daily. View the Student Computing Requirements page for information on technology requirements and expectations.

Minimum Technical Skills:
Minimum technical skills required:
- Proficiency in utilizing Canvas and navigating the internet effectively.
- Competence in using email for communication purposes, including sending and receiving messages and managing attachments.
- Familiarity with commonly used word processing applications (such as Microsoft Word or Google Docs), including the ability to create, edit, and format documents.
- Basic computer skills, including understanding fundamental operations like file management, using menus and toolbars, and navigating between different applications.
- Ability to perform online research using a variety of search engines and library databases.

Instructor Response & Feedback
The instructor and graders are committed to responding to your Canvas and email messages **within 48 hours** during the work week, Monday through Friday, *except holidays*. We also hold office hours each week via Zoom; links provided in the Contact section above. The major assignments will be graded **within one week of their submission**. Assignments are due by the dates and times listed in Canvas. You must notify Dr. Lundy and

your TA within 24 hours if you are ill or have an emergency that prevents the on-time delivery of work. You are responsible for submitting written assignments in Microsoft Word and assuring they have uploaded correctly into Canvas. Late assignments are penalized 10% per day.

Assignments

Assignment	Percent of Grade
Quizzes	15
Digital Content Assignments	35
Participation	25
Influencer Assignment	25

Assignment Points & Explanation:

Quizzes – Most weeks, you will have a quiz via Canvas on the assigned materials for the week leading up to class.

Digital Content Assignments – Each week, you'll be asked to use social media in one way or another to tell a story about an issue in agriculture or a life sciences field. Sometimes you'll be asked to attend an event and post live from/about the event. Sometimes you'll be asked to interview someone about an agricultural or natural resource issue and post a short video. These assignments are intended to help you learn to develop content for social media.

Participation – You will be responsible for discussion posts (sometimes written, sometimes via video) wherein you apply what you watch, listen to and read that week. You should read the assigned readings for that week **first** so that you can contribute to our class discussions. Participation will also be evaluated via PlayPosit questions embedded in each lecture.

Influencer Assignment - An influencer is someone who has built forth an audience, naturally and over time, and is viewed as an authority figure on a certain subject, area, or perspective in the online space. In addition, influencers have the presence and trust in their community to persuade audiences to take a specific action based on what they share. These individuals bring forth unique experiences, perspectives, and brand voices to the table, which makes it difficult to categorize each influencer in a consistent way. You are asked to create a report on the top influencers for an organization of your choosing (a local business or nonprofit, an established brand, a government agency, a sports or athletic team).

Course Grading:

Unless otherwise noted, every component will be evaluated on 100 points. Your final grade for the course will be calculated on the previous percentages, which will then lead to your final letter grade as based on the following scale:

Grading Scale

A = 93-100%	C+ = 76 − 79.99%	F = Below 60%
A- = 90 − 92.99%	C = 73 − 75.99%	
B+ = 86 − 89.99%	C- = 70 − 72.99%	
B = 83 − 85.99%	D+ = 66 − 69.99%	
B- = 80 − 82.99%	D = 63 − 65.99%	
	D- = 60 − 62.99%	

Further information about UF grading policies can be found here:
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Reading & Assignment Schedule:

Week beginning with:	Topic
January 8	Course Orientation Introduction to Social Media
January 15	Ethical and Legal Fundamentals Personal and Professional Branding
January 22	Industry Qualifications and Roles
January 29	Research in Social Media Creating, Managing and Curating Content
February 5	Strategic Planning for Social Media
February 12	Influencer Marketing
February 19	Paid Media Strategic Writing for Social Media
February 26	Global Context for Social Media
March 4	The Impact of Social Media on Education, Work and Relationships
March 11	Measurement, Evaluation, Budget and Calendar
March 18	Spring Break
March 25	How Social Media is Applied – Part 1
April 1	How Social Media is Applied – Part 2
April 8	Future Directions for Social Media

Academic Integrity

UF's Academic Honesty Statement:

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 dishonesty to the instructor, department chair, college dean or Student Honor Court. **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: UF Student Code of Conduct Webpage.

Plagiarism:

Plagiarism includes taking **verbatim phrases of** *just a few words* without permission or full attribution. It includes *quoting too much* from your sources, thereby substituting their expression for your own, or quoting too much from one source, effectively taking more than a *fair use* of their work. **Over quoting (direct quotes)** comprising more than 10% of any assignment will be considered plagiarism. Plagiarism includes *unique expression*, which can be a phrase of a few words or a simple moniker. Our writing is mostly *our own expression*. When writing for science and business, we base our work on **facts** obtained from a variety of **credible sources.** We give credit where it is due. We **cite our sources** so others can access the information we present. When appropriate, we very carefully, ethically, and lawfully use others' expression of that information. We obtain permission to use our sources' expression or give full credit for a *limited, fair use,* including direct quotes.

AI Policy:

You may use AI programs e.g. ChatGPT to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. Relying on these programs also keeps you from developing your own independent thinking and creativity. These are important skills for working social media that you should be developing in this class. **You may not submit any work generated by an AI program as your own**. If you include material generated by an AI program, it should be cited like any other reference material (with due consideration for the quality of the reference, which may be poor). AI-generated submissions are not permitted and will be treated as plagiarism and referred to the Student Conduct and Conflict Resolution office for review. If you have questions about what is appropriate or acceptable, please ask. We are happy to help you.

Attendance Policies

Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: UF Attendance Policies..

Institutional Policies

Recording Statement

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session. Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another

student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code. UF IN-CLASS RECORDING

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. UF ACCEPTABLE USE POLICY

Course Evaluations

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at: https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens and can complete evaluations through the email, they receive from GatorEvals, in their Canvas course menu under GatorEvals, or

via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at: https://gatorevals.aa.ufl.edu/public-results/

Student Services

Health & Wellness

- U Matter, We Care
  - If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center
  - Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
  - 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.
- Student Health Care Center
  - Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
- University Police Department
  - Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- GatorWell Health Promotion Services
  - For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

- E-learning technical support
  - Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- Career Connections Center
  - Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- Library Support
  - Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center
  - Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- Writing Studio
  - 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- Student Complaints On-Campus
  - Visit the Student Honor Code and Student Conduct Code webpage for more information.
- On-Line Students Complaints
  - View the Distance Learning Student Complaint Process.

Services for Students with Disabilities

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation

0001 Reid Hall, 352-392-8565, UF Disability Resource Center.

Canvas Accessibility Standards

Zoom Accessibility Information