

MC 4002: Strategies for Public Relations and Social Media (Fall 2022)

All Sections: TR from 10:30-11:20 AM (Coates Hall 212)

Section 1: Friday from 11:30 AM-12:20 PM (Hodges Hall 216)

Section 2: Friday from 12:30-1:20 PM (Hodges Hall 216)

	Adjunct Professor	Teaching Assistant
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Connect	Twitter Instagram LinkedIn	LinkedIn
Office Hours	In-person Before or After Class Virtual (via Zoom) available by appointment Send email to set up appointment	In-person (257 Hodges Hall) or via Zoom (https://lsu.zoom.us/j/5058505360) Please check with me for Zoom in advance 1:45 p.m. to 2:45 p.m., Friday, or by appointment

- Email is the best method to reach me. I respond to emails within 24 hours during standard work week hours. If I do not respond during that time, please assume that I have not received your message and re-send or try another contact method. Weekend and holiday emails will be answered on the next weekday of classes (i.e., if there is a school holiday on Monday, the email will be answered on Tuesday).
- Moodle is an extension of the class syllabus. I will publish course readings, assignment materials, and class changes on Moodle. Also, I will use Moodle to email everyone as needed. Check Moodle and your LSU email daily for class updates and information.
- I want to hear from you. I am available by appointment outside posted hours to discuss academic and professional matters. Please email me to set up an appointment before or after class Tuesdays and Thursdays, or via Zoom or phone during the week.

Course Description

This course is designed to help you understand the intersections of strategic communication and social media along with other digital online platforms (e.g., website, podcasts). During the semester, you will learn key principles and techniques for social media content creation and promotion. You will be asked to brainstorm, conceptualize, and develop campaigns dedicated to certain online demographics and among various digital outlets. Through various projects and assignments, you will demonstrate your understanding of social media via public relations techniques and apply your research, planning, and writing skills across varied outlets.

Course Learning Outcomes

Upon completion of this course, students should be able to:

- Explain the concepts and theories that inform the use of social media in public relations;
- Evaluate how various traditional and social media strategies and tools can contribute to organizational effectiveness;
- Identify ways to measure and report success of public relations strategies via social media;
- Create a communications plan, with user-centered social media content and promotion, with an emphasis on social media tactics for a particular organization that meets specific, detailed objectives;
- Explain legal implications of online publishing and ethical decisions organizations must make when engaging with diverse audiences using social media;
- Demonstrate mastery of oral and visual presentation skills to pitch social media strategies to a client.

Prerequisites

MC 2010 (Media Writing), MC 2015 (Visual Communication), MC 3010 (Introduction to Public Relations), MC 3001 (Public Relations Writing)

Texts and Materials

There is no required text for this class. ***The following texts and materials are recommended:***

- *Social Media Marketing Strategies* (3rd ed.) by Shawn Moore and Adam Wilkins, 2016. Cost: approx. \$20; ISBN-13: 978-1530962105
- *The Associated Press Stylebook and Briefing on Media Law, 55th Edition, 2020-22*. You can also download the AP Stylebook Mobile app or use the online stylebook. The cost is approximately \$30 for the print or online version; and you may use any recent edition, preferably within the last three years, though you will be responsible for all updates included in the newer versions.
- *The Elements of Style* by William Strunk Jr. and E. B. White. This text is the gold standard for basic grammar, punctuation, and style. The cost is approximately \$10.

Additional Readings: I will post, suggest, or distribute additional readings as necessary. You are responsible for any assigned readings, even if we do not discuss the readings in class. Information from any/all assigned readings may appear on pop quizzes or exams.

File Drive: All of your work should be saved to a cloud folder or flash drive, such as Google Drive (drive.google.com) or Dropbox (www.dropbox.com). Save your work early and often.

Grammar Saves Grades: I strongly recommend using reference materials to double-check accuracy. These materials include dictionaries and thesauri available in the library and online. Grammarly is also a great resource: www.grammarly.com

Laptop Requirement: Beginning in fall 2013, Manship School of Mass Communication graduate students and undergraduate students declaring a major or minor in mass communication; or minor in visual communication or political communication are required to have their own wireless internet access laptop computer upon entering the first Mass Communication class. Please go to Manship's website (www.lsu.edu/manship/) or 211 Journalism for help and additional information.

Course Considerations

Attendance: Instruction will be provided in person during our scheduled class time which allows for students to ask questions and to participate in discussion. Students will be expected to participate in discussion and exercises, some of which will be graded or count for participation points. Class materials will be available online through Moodle. Instructor is not responsible for providing missed materials due to absence, as class materials will be available online.

Audio/Video Recordings: Students are allowed to record my lectures for study purposes, but please ask first. Guest speakers may or may not allow recordings during their own presentations. If you wish to record their presentations, you must ask first.

Class Schedule: Subject to change with in-class, email, or Moodle announcements. Additional in-class or out-of-class assignments may be given on any class day.

Class Cancellation: If class is cancelled for any reason (e.g., inclement weather, professor illness) you will be notified via email. Make sure to get into the habit of checking your LSU email accounts before coming to class.

Classroom Etiquette: Educators and students are professionals guided by specific values and engaging in particular behaviors. These values and behaviors include mutual respect, cooperation, active participation, intellectual inquiry, punctuality, and regular attendance. As professionals, we are all expected to be respectful of the work environment. This extends to interactions in class, via email and via social media.

Class Format: The primary method of instruction for MC 4002 will be lectures, presentations, and class discussion. There will be two lectures per week and a discussion section on Friday. You are expected to attend both lectures and the discussion section (**see: Lab-Lecture Course**) every week.

Classroom Expectations: As the instructor, I will do my best to provide an interesting, supportive, practical learning environment. However, learning is an interactive process in which we will all need to participate. Therefore, I expect you to come to class prepared, participate in class, support your peers, and respect your facilitators (professor, guest speakers, etc.). In addition, you can expect me to provide feedback in a timely manner, come prepared to class, and do my best to facilitate an appropriate learning experience.

Consultations: You are encouraged to visit me before or after class, or at another arranged time, to discuss course expectations, performance, feedback, or concerns. As a former student, I understand the difficulties of simultaneously being a student, an employee, a parent, a partner, etc. Should you have any problems meeting course requirements, please come see me and we will work together to develop a solution.

COVID-19: While LSU is fully in-person this semester, we are still in a global pandemic. **If you have any signs of illness, do not come to class.** If you have been exposed to others who have tested positive for COVID-19, self-quarantine consistent with current CDC guidelines.

Digital Communication (“Netiquette”): Our differences add richness to our learning experience. Please consider that sarcasm and humor can be misconstrued in digital interactions and generate unintended disruptions. Working as a community of learners, we can build a polite and respectful course ambiance.

It is difficult to judge the tone of digital interactions. That said, I encourage all of you to interact with one another with respect, tact, and appreciation when using social media, text messages, and email. These are your colleagues. Every one of us will make mistakes throughout this course, but we should be professional enough to deal with one another with consideration, poise, and class. Show respect to your classmates and/or professor in all course interactions. If you are reading this portion of the syllabus, send me an email with a picture of a dog by August 31 to earn 10 additional participation points to be added to your final grade.

Your professor and fellow students wish to foster a safe learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea, but you are not to attack an individual. Personal attacks of any kind will not be tolerated and will result in an “F” and/or dismissal from the course. What constitutes a personal attack is solely up to the discretion of the professor.

Guest Speakers: My hope is that we will be able to have guest speakers this semester, and your attendance is especially important during these visits. Information presented by guest speakers may be on quizzes and exams. If you wish to record their presentations or post any quotes on social media, you must ask for permission first.

Lab-Lecture Course: Students must read the assigned readings prior to class to have the background necessary to participate in discussion and to think critically about the concepts addressed. As a general policy, for each hour you are in class, you (the student) should plan to spend at least two hours preparing for the next class. Since this course is for three credit hours, you should expect to spend around six hours outside of class each week reading or writing assignments for the class.

Laptops/Electronic Devices: Students may take notes using a laptop or tablets during class. I reserve the right to ask students to put them away at any time during class to focus on the topic or task at hand.

Professor's Academic Freedom Policy: Some of the material dealt with in this class may be perceived of as controversial or offensive to some students. While students are encouraged to respond to the material and to freely offer their opinions, if any student becomes uncomfortable with any of the topics or finds any of the material questionable, that student is urged to contact the professor about an alternative assignment.

Unexpected Changes to Class Schedule: Due to the unpredictable nature of the situation, the format of the course and/or requirements may be forced to change, and if this is the case that students will be given appropriate notification.

LSU and Manship Resources

Academic Integrity: This course follows the LSU Code of Student Conduct (www.lsu.edu/saa/students/codeofconduct.php). Knowing the Code is your responsibility as a student. All students are expected to act with civility and personal integrity; respect other students' dignity, rights, and property; and help create and maintain an environment in which all can succeed.

“Academic Misconduct” includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, and any act designed to give an unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructors, providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment), or the attempt to commit such an act.

As students studying communications, **you should understand and avoid plagiarism**. Plagiarism is defined as the unacknowledged inclusion of someone else's **words, structure, ideas, or data**. When a student submits work as his/her own that includes the words, structure, ideas, or data of others, the source of this information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks as well. Failure to identify any source (including interviews, surveys, etc.), published in any medium (including on the internet) or unpublished, from which words, structure, ideas, or data have been taken, constitutes plagiarism.

In this class, you should use **Associated Press (AP) style** for any written assignments. Ignorance of the citation method is not an excuse for academic misconduct. Remember there is a difference between paraphrasing and quoting, and you must understand how to properly cite each respectively.

One tool available to assist you in correct citations is the “References” function in Microsoft Word. This program automatically formats the information you input according to the citation method you select for the document. This program also can generate a reference or works cited page for your document. The version of Microsoft Word with the “References” function is available in most University computer labs.

The University's statement on academic misconduct, from which the above statements are drawn, is available online and in the LSU Code of Student Conduct, Section 8.1 “Academic Dishonesty.” Any student with a question is strongly encouraged to discuss it with the professor. Students who are suspected of violating the Code of Conduct will be referred to the office of Student Advocacy & Accountability. For undergraduate students, a first academic violation could result in a zero grade on the assignment or failing the class and disciplinary probation until graduation. For a second academic violation, the result could be suspension from LSU. For graduate students, suspension is the appropriate outcome for the first offense.

Accessibility Resources: Reasonable accommodations will be provided for students with a physical, cognitive, systemic, learning, or psychiatric disability registered with LSU's Office of Disabilities Services. Please contact me by email, during office hours, or after class during the first two weeks of school to discuss accommodations (or at least one week before when you would like them to begin). For more information, please check out LSU's Disability Services website and office: www.lsu.edu/disability

Counseling Services: LSU's Counseling Services assist students on personal, social, career, and study problems that may interfere with academic progress & success. All services are free & can include individual & group counseling, crisis consultations, & wellness groups: www.shc.lsu.edu/counseling.html. In an emergency, please immediately call 911 & campus security.

Diversity Statement: The pledge of the Manship School of Mass Communication is to establish an intellectually diverse environment and an educational experience designed to cope with and improve an interconnected, modern world.

Through its students, faculty, curriculum, and culture, the school will create, maintain, and support a supportive climate for learning and working among faculty, students and staff who are diverse with respect to race, ethnicity, national origin, gender, sexual orientation, gender identity/expression, age, spirituality, socio-economic status, disability, family status, experiences, opinions, and ideas.

STUDENTS: We will develop a diverse student body that brings a broad range of backgrounds, goals, points of view, and learning objectives to the program.

FACULTY: We will actively seek out, hire, and support a faculty with strong academic and professional credentials with an emphasis on diversity.

CURRICULUM: We will facilitate conversations about diversity both inside and outside the classroom to further an understanding and tolerance among students, faculty, and staff.

CULTURE: We will establish a culture of diversity to supplement and inform the Manship curriculum and personnel.

Resource for Students: Your health and safety are LSU's top priority. If you are feeling ill or overwhelmed with anxiety, please contact the LSU Student Health Center for medical advice and mental health support. General health care and mental health support are available for all enrolled students through telehealth appointments.

State Ethics Laws: Students occasionally think of giving a gift to their professor at the end of the year, as they did for teachers in high school and earlier. Although we appreciate the thought very much, Louisiana state ethics laws prohibit LSU faculty and staff from accepting gifts from you of any kind (e.g., money, gift cards, trinkets, other things of value). The purpose is to avoid any impression of favoritism or impropriety related to the performance of our duties as public servants, even after grades are in.

Title IX: Louisiana State University recognizes the inherent dignity of all individuals and promotes respect for all people. In accordance with Title IX, LSU prohibits sex-based discrimination, including discrimination toward pregnant students. Title IX provides protections greater than PS-22 for pregnancy related absences. If you are an expecting student, you may contact a pregnancy advocate to answer questions and guide you throughout your pregnancy.

As faculty, we want to support your academic career amidst the life challenges that often occur for students. Most conversations with you are 100% confidential by law—we cannot disclose anything about your academic record outside usual administrative channels (e.g., grades, disciplinary issues) without your permission.

However, please know that I, as an instructor, am not a confidential source and am required to report the Title IX Coordinator concerns regarding sexual misconduct, harassment, or domestic abuse shared with me. If you are experiencing or have experienced sexual misconduct, including sexual harassment, there are resources available for reporting, assistance, and support. <https://www.lsu.edu/studentaffairs/sexualmisconduct.php>

After a report, the university is required to contact you for more information. Please know you are **not** required to give more info if you would prefer not to do so. But if you're willing and able, I encourage you to report any harm you've experienced or learned about to seek justice, to protect you, and to protect the broader campus community. I am more than willing to help direct you to the appropriate LSU professionals & resources, with or without details.

Writing Center: Check out LSU's writing center and one-on-one writing tutoring for improving your written work in classes: www.lsu.edu/academicaffairs/cxc/writing.php

Assignments and Exams

The primary goal of the assessments in this class will be to build a complete communications plan with clearly identified goals, measurable objectives, effective and appropriate strategies, and a thorough evaluation process. This communications plan will be our final project. With this in mind, we will build our professional skillset by:

1. Earning at least two professional certifications – which may be added to your resume, yay!
2. Examining case studies and discussing best practices among PR and social media strategies and tactics.
3. Writing and editing are the primary elements of communications plans.
4. Fully developing appropriate PR and social media tactics for “clients.”

Students will complete two, free professional certifications during the semester. Students may earn up to two bonus points (one point per certification, added to final grade) for completing additional certifications.

Case study reviews and discussion will be incorporated into the class, and you may receive participation grades associated with these in-class exercises. Related assignments may include writing organizational overviews/executive summaries, SWOT analyses, communications audits, target audience profiles and media coverage reports. Students must write clearly identified goals, measurable objectives, effective and appropriate strategies, and a thorough evaluation process; then build complete social media and digital tactics, appropriate to their client's target audience and in line with their company/organizations overall goals – in an ethical manner.

Professional certifications (two required)	10%
Assignments and In-Class Participation Exercises	40%
Presentations and Communication Plan Element Drafts	25%
Communications plan final project	25%

Absences/Makeup Policy: Those qualifying for excused absences (See LSU policy PS-22) will be allowed to make up class participation exercises and/or exams at the discretion of the instructor. In addition to the valid reasons specified in PS-22, I allow excused absences for illness of a dependent family member; pregnancy (childbirth, false pregnancy, termination of pregnancy and recovery therefrom) and related conditions for a long a long period of time as is deemed medically necessary by the student's physician.

If you miss a graded assignment, you must contact me to schedule a makeup within ONE WEEK of your absence. No makeups will be given beyond TWO WEEKS of the original assignment date.

Grading: A's are reserved for excellent & exceptional work, B's suggest your work is very good, C's are for satisfactory work. *Note: Manship requires a C- minimum for credit toward a Manship degree.*

96.5 and above	A+	76.50–79.99	C+
93.50 – 96.49	A	73.50–76.49	C
90.00–93.49	A-	70.00–73.49	C-
86.50–89.99	B+	66.50–69.99	D+
83.50–86.49	B	63.50–66.49	D
80.00–83.49	B-	60.00–63.49	D-
		59.99 and below	F

Grade Discrepancies: If you have a question about a grade you receive, you must address the issue with me in writing within one week of getting the grade back. After that, grades will not be discussed or modified.

Grade Appeals: LSU policy provides that all students have the right to make appeals. A grade appeal must be made within three months of the date the grade is issued. Grade appeals should be made only for reasons related to the quality of the work and its assessment. It is unethical and unfair to ask for a grade change for any reason not related to quality of the work. Grades cannot be changed for reasons such as to maintain a certain level of academic standing, to qualify for graduation, to receive or maintain a scholarship, or to be eligible to participate in an organization or activity. This grade appeal procedure is an academic process designed to provide students with the ability to appeal a final grade only. Interim grades and grades on exams, papers, projects, and other assignments may only be appealed to and discussed with the faculty member who assigned the grade.

Incompletes: Incompletes will be assigned at the discretion of the professor, when due to extraordinary circumstances the student is prevented from completing the work of the course on time. Requests for incompletes need to be submitted before the final day of the course (not during finals week) to be awarded.

Fall 2022 Course Assignments/Schedule

**Please note that changes may be made to this document at the discretion of the instructor. If such changes are needed, students will be properly notified, usually via email and/or Moodle.*

Date	Day 1 Lecture Topic	Day 2 Best Practices	Day 3 Discussion/Policy	Assignments
Week 1	Aug. 23 Syllabus / Social Media 101	Aug. 25 LinkedIn for personal use	Aug. 27 LinkedIn bio writing	
Week 2	Aug. 30 LinkedIn Business	Sept. 1 LinkedIn Case Study Review	Sept. 3 Assignment #1 Review	Assignment #1 LinkedIn Bio and Cover Letter due Aug. 30 by 11:59 p.m.
Week 3	Sept. 6 Facebook	Sept. 8 Facebook Case Study Review	Sept. 9 Facebook continued	Certification MuckRack Principles of SM due Sept. 13 by 11:59 p.m.
Week 4	Sept. 13 Instagram	Sept. 15 IG Case Study Review	Sept. 16 IG Analysis Continued	
Week 5	Sept. 20 Twitter	Sept. 22 Twitter Case Study Review	Sept. 23 Assignment #2 Review	Assignment #2 Social Media Promo due Sept. 27 by 11:59 p.m.
Week 6	Sept. 27 Podcasts	Sept. 29 Podcast Case Study Review	Sept. 30 Assignment #3	Certification Google Analytics Certification due Oct. 4 by 11:59 p.m.
Week 7	Oct. 4 YouTube/Video Review	Oct. 6 TikTok	Oct. 7 TikTok Case Study Review	Assignment #3 Podcast Pitch due Oct. 11 by 11:59 p.m.
Week 8	Oct. 11 Social Media Campaigns	Oct. 13 NO CLASS (Fall Break)	Oct. 14 NO CLASS (Fall Break)	
Week 9	Oct. 18 Social Media Campaigns	Oct. 20 Research Work Sessions	Oct. 21 Research Work Sessions	Draft of Situation Analysis Problem or Opportunity Statement due by end of class Oct. 21 (25 points)
Week 10	Oct. 25 Target Audiences	Oct. 27 Research Work Sessions	Oct. 28 Research Work Sessions	Draft of Target Audience Profile due by end of class Oct. 28 (25 points)
Week 11	Nov. 1 SWOT Analysis Communications Audit	Nov. 3 Goals and Objectives	Nov. 4 Research Work Sessions	Draft of SWOT/Comms Audit due by the end of class Nov. 4 (25 points)
Week 12	Nov. 8 Strategies and Tactics SM Calendars/Tools Evaluation/Analytics	Nov. 10 Planning Work Sessions	Nov. 11 Planning Work Sessions	Draft of Goals and Objectives due by the end of class Nov. 10 (25 points) Draft of Strategies and Tactics due by the end of class Nov. 11 (25 points)
Week 13	Nov. 15 Planning Work Sessions	Nov. 17 Presentations	Nov. 18 Presentations	Groups will receive feedback and may incorporate edits into final project book
Week 14	Nov. 22 Presentations	Nov. 24 NO CLASS (Thanksgiving)	Nov. 25 NO CLASS (Thanksgiving)	Groups will receive feedback and may incorporate edits into final project book
Week 15	Nov. 29 Presentations	Dec. 1 Presentations	Dec. 2 Presentations	Groups will receive feedback and may incorporate edits into final project book
Finals Week	Final Projects Due Sunday, Dec. 11 by 11:59 p.m.			