Social Media Tools/Strategies

COMM - 2400 001

Course Description

An introduction to social networking components such as social media platforms, blogs, RSS feeds, podcasting, wikis, collaboration and virtual teams, and forums. Further study will be devoted to how organizations successfully use these tools for communication through content creation and distribution.

Semester: Fall & Spring

Course Student Learning Outcomes

- The student will demonstrate an understanding of the major components of social networking and explain why they are important communication tools to organizations.

- The student will illustrate how organizations successfully utilize the major social networking sites, blogs and vlogs, RSS feeds, wikis, collaboration and virtual teams, and forums.

- The student will demonstrate the successful creation of a sustainable social networking campaign for an organization.

- The student will implement a strategic social networking plan for an organization.

- The student will navigate each social media platform introduced to create content, manage content, and share content.

- The student will produce professional pieces of content for each platform. Content creation will range from written to various form of media production (podcast, image, video).

- The student will illustrate how organizations successfully utilize online promotion components such as search engine optimization (SEO), pay-per-click advertising (PPC), cost-per-click (CPC), linking campaigns, blogs, online publicity, and affiliate strategies.

Engagement Plan

Here is what you can expect of me during this course:

- I log into the course usually everyday just to make things are running smoothly.
- I respond to your emails usually within 24 hours, but often sooner.
- I grade assignments on a weekly basis on a 7 day rotation.
- I monitor the discussion boards, but they are your place to formulate your ideas and respond to each other. All I ask is that you observe good online etiquette with each other.

Here is what I expect of you during this course:

- You should be logging in at least 3 times a week to make sure you are up on what is coming due and announcements.
- How much time you should spend in the course depends on you. Just because you spend a lot of the time in the Canvas site doesn't guarantee an A. Maybe you like to do little portion a day, maybe you like to take a day to do it. That's the flexibility of online coursing, but it's up to you.
- Please believe me when I say I am interested in your success. So reach out anytime. I don't know there is an issue if you don't tell me. Let's work together towards your success.
- If you need extensions and such (we still are living in a pandemic time) reach out and ask. You and I can work on a plan together to make you successful and maybe feel a little bit less overwhelmed.

Required Text or Materials

Title: Social Media: How to Engage, Share, and Connect
ISBN: 978-1-5381-1079-9
Authors: Luttrell, Regina
Publisher: Rowman & Littlefield
Edition: 3rd or above

For more information on textbook accessibility, contact Accessibility & Disability Services at ads@slcc.edu.

Brief Description of Assignments/Exams

Web Access: This course requires you to have access to the Internet since some assignments involve use of the Web. In addition, you need an e-mail account that is capable of handling attachments. As a SLCC student you have a MySLCC e-mail account, which is suitable and the preferred e-mail for coursework. If don't use your MySLCC e-mail, you should forward it to an e-mail account you check frequently. This course will also take advantage of other online tools and strategies.

Assignments: Assignments will consist of activities assigned to you by the instructor for each section of the course. Assignment descriptions and associated rubrics are provided the day each assignment is introduced in class. You will be required to submit your findings in the manner specified by your instructor. Assignments are worth a certain number of points and should be turned in on time. Assignment deadlines are listed on the course calendar but may be modified based on the semester and course needs.

Weekly Social Media and Blog Posts: Each week there will be SM Posts (Facebook) on Wednesday utilizing the Student Media Center outlets. As well as Friday blog posts to the COMM2400 blog that is linked to the globeslcc.com.

Projects: There are FOUR major media assignments during the semester: a social media SWOT analysis, a podcasting assignment (partnered group), a social media graphics creation, and a video assignment for social media.

Preparation/Participation/Attendance: Prior to class discussions, students will need to complete the assigned readings and assignments. It is difficult to participate if you come unprepared to class. Your attendance at class sessions is required. Class discussions occur only once, and it is your responsibility to determine the material missed and learn

the material when you are absent. Some discussions include in-class activities that cannot be made up. With the rapid changes in technology and media, some information given in class is not in your textbook.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	"Tell Your Story" Adobe Creative Cloud Express Video Final Assignment	Assignment	
	Instagram Digital Stories Final Project	Assignment	
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Podcasting Assignment Final Project	Assignment	
8/27/25	Roll Call Attendance	Assignment	10
8/29/25	Introduce Yourself Discussion	Discussion	10
9/5/25	Reading Chapter 1	Quiz	10
9/5/25	SM/Web 2.0 Assessment	Assignment	25
9/10/25	In Class Blog Post 1	Discussion	10
9/12/25	Reading Chapter 2	Quiz	10

Due Date	Assignment Name	Assignment Type	Points
9/14/25	The SWOT Assignment	Assignment	25
9/19/25	Blog Post 2: Write a Post	Discussion	10
9/19/25	Reading Chapter 3	Quiz	10
9/26/25	Blog Post 3: Share an Article	Discussion	10
9/26/25	Reading Chapter 4	Quiz	10
10/3/25	Reading Chapter 5	Quiz	10
10/8/25	Podcasting Assignment	Assignment	100
10/10/25	Blog: Podcasts	Assignment	10
10/15/25	Blog: Favorite App	Assignment	10
10/24/25	Blog: Post a media. (Picture/Video)	Assignment	10
10/31/25	Adobe Creative Cloud Express Assignment (Facebook Stories)	Assignment	50
11/3/25	Adobe Creative Cloud Express FB Posting/Schedule	Assignment	25
11/9/25	Facebook Post 1	Assignment	10
11/9/25	Facebook Post 2	Assignment	10
11/12/25	SPRING 2025 Facebook Campaign	Assignment	100
11/16/25	Facebook Post 3	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
11/23/25	EXTRA CREDIT: FB Campaign STORIES files (Just "stories" screenshot submission)	Assignment	25
11/23/25	Facebook Post 4	Assignment	10
11/23/25	Facebook Post 5	Assignment	10
11/26/25	Facebook Post 7: End of Semester Tips	Assignment	10
11/26/25	Final Blog Post: End of the Semester Tips	Assignment	10
11/28/25	Blog Post: Security and Identity Online	Assignment	10
11/28/25	Blog: Tagging and Keywords	Assignment	10
11/30/25	Facebook Post 6	Assignment	10
12/3/25	Final SM Project (Student Choice)	Assignment	200

Grading Scale

95-100% = A	80-83% = B-	67-69% = D+
90-94% = A-	77-79% = C+	64-66% = D
87-89% = B+	74-76% = C	60-63% = D-
84-86% = B	70-73% = C-	Below 60 = E

How to Navigate to Canvas

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)