

JOUR A123: SOCIAL MEDIA JOURNALISM II

Item	Value
Curriculum Committee Approval Date	03/09/2022
Top Code	060200 - Journalism
Units	1 Total Units
Hours	18 Total Hours (Lecture Hours 18)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course will build on the basics of social media for students enrolled in the student newspaper. Students will use social media planning software to post stories and photographs on various platforms and help drive traffic to the campus newspaper's website. An introduction to social media etiquette will also be reinforced. PREREQUISITE: JOUR A125 or JOUR A135 or JOUR A145 or concurrent enrollment. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate an ability to use Hootsuite in planning posts.
2. Understand social media etiquette and know when not to engage with the community.
3. Demonstrate an ability to drive traffic to the Coast Report through the use of social media.
4. Report breaking news responsibly.

Course Objectives

- 1. Understand and appropriately use Hootsuite to plan and post content to social media.
- 2. Develop and demonstrate professionalism in journalism.
- 3. Understand the importance of a free press in modern society.
- 4. Understand social media fundamentals.
- 5. Create and manage a professional social presence through the campus newspaper.
- 6. Create and manage a professional personal social media presence.
- 7. Illustrate knowledge on how to drive traffic to the website using social media.

Lecture Content

1. Understand and manage posting Coast Report articles using Hootsuite. 2. Discussion of social media and how it has created a shift in journalism. 3. Understand the use of high-level applications of the top social networks including Facebook, Twitter, LinkedIn, YouTube, and Instagram. 4. Discussion of the revenue challenges news organizations face because of digital content and considering paywalls. 5. Create and

maintain a professional journalist presence on the top social media platforms. 6. Assistant in the maintenance of the Coast Report social media presence. 7. Understanding details of social media sites including hashtags on Twitter and Facebook Insights. 8. Discuss the basic dos and don'ts of social media for journalists. 9. Discuss social media etiquette and when it's appropriate to engage with readers. 10. Understand the importance of maintaining journalistic fundamentals including AP Style and grammar, while using social media. 11. Follow trends and hashtags to be part of live discussions.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)

Instructional Techniques

Instructors may make use of lectures, discussion and oral and written feedback. Course instruction will include exposure to and discussion of current social media posts and current events.

Reading Assignments

Students will have regular reading assignments in a selected textbook as well as in newspapers, magazines, and social media. Students can expect to spend at least five hours each week reading from a variety of sources.

Writing Assignments

1. Students will write posts to an assortment of social media sites. At least five hours each week will be needed. 2. Essays and articles will be written in class in conjunction with the Coast Report. Time commitments for articles can vary but at least two or three hours per week will be needed.

Out-of-class Assignments

Students will be required to consume media outside of class and stay up to date on social media posts by news outlets. At least five hours each week will be required in reading social media posts by other media outlets.

Demonstration of Critical Thinking

By making decisions about what is appropriate to post on social media, and doing the posts, students will exhibit critical thinking skills, in addition to showing they understand when and when not to engage with readers.

Required Writing, Problem Solving, Skills Demonstration

Students will use social media to drive traffic to their personal profiles as well as the newspapers. Each post students make will require journalistic writing techniques and decision making in not only what to post and what not to post, but how to promote it. Analytics will determine the success of moving traffic through the use of social media.

Eligible Disciplines

Journalism: Master's degree in journalism or communication with a specialization in journalism OR bachelor's degree in either of the above AND master's degree in English, history, communication, literature, composition, comparative literature, any social science, business, business administration, marketing, graphics, or photography OR the equivalent. Master's degree required.

Textbooks Resources

1. Required Adornato, Anthony. Mobile and Social Media Journalism, A Practical Guide, First ed. ed. Washington D.C.: Sage Publishing/CQ Press, 2017

Other Resources

1. Hootsuite University free application, "Social Media for Journalism" download.