DRAFT

Syracuse University, School of Information Studies
IST 686: Enterprise Social Media
Course Syllabus

Professor: Anthony Rotolo (@rotolo)

Teaching Assistant:
TBD

Course Twitter Account: @RotoloClass
*The course Twitter, as well as Blackboard are monitored by the professor and TA*

Required Text

[Trust Agents](#) by Chris Brogan and Julien Smith.
Available on Amazon.com, Kindle, etc.

Additional readings will be assigned weekly in the learning modules on Blackboard.

**ACCESSING YOUR DISTANCE COURSE**

Blackboard is the School of Information Studies’ learning management system for on-campus and online courses. Each course has its own space in Blackboard where instructors create and post content that enables students to communicate with one another and engage in course materials.

If you need assistance accessing this course on Blackboard, please contact ilms@syr.edu for support.

Course Overview

Social media is a rapidly evolving area within the information field. These technologies are changing the way users organize, share and access information; they're shifting consumer expectations toward new types of interactions -- *relationships* -- with organizations of all sizes. Social media strategy is about building and maintaining relationships with a community, and changing the way an organization "thinks" about sharing information internally and externally. Many organizations are now dedicating staff to social media initiatives. As an information professional, it is important to have a solid understanding of social media as it becomes an increasingly integral part of the information landscape.
Learning Outcomes

The objective of this course is to provide exposure to the use and management of social media within an organization, including strategies for building relationships with constituent groups, management and creation of original content and exploration of policy concerns. After successful completion of this course, students will be able to:

- Understand how users organize, share, and access information using social media.
- Use information technologies such as blogs, Twitter, and social network sites to build a social media presence on behalf of an enterprise organization, small business/startup, nonprofit or personal brand.
- Develop and implement a social media strategy according to established best practices for utilizing information in a two-way approach that informs organizational decisions.
- Understand and manage the issues an organization must consider when working with social media technology, including opportunities and threats involved in enterprise use of social media
- Address the privacy concerns associated with both individual and organizational use of social media
- Assess emerging trends in social media technology to make reasonable and well-supported decisions

Grading Policy

Individual grades in this course will be calculated based on the total number of points earned throughout the semester. There is a total of 100 points available.

Letter grades will be calculated as follows:

<table>
<thead>
<tr>
<th>GRADE</th>
<th>POINTS EARNED</th>
<th>GRADE</th>
<th>POINTS EARNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>Not available at Syracuse University</td>
<td>B-</td>
<td>80-82</td>
</tr>
<tr>
<td>A</td>
<td>93-100</td>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>A-</td>
<td>90-93</td>
<td>C</td>
<td>73-77</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
<td>C-</td>
<td>70-72</td>
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**Submitting Assignments & Late Grade Policies**
- All assignments must be submitted to Blackboard by the date and time specified. Please do **not** email assignments directly to the professor or TA; they will not be accepted.
- Any assignment submitted after the posted deadline will be considered late.
- Only one late assignment per student will be accepted up to one week late, but will be graded with a twenty-point penalty.
- Special considerations for illness must be accompanied with proper documentation. Accommodations for personal circumstances will not be considered with less than 48 hours notice from the due date.

**Online Course Mechanics**
This course will run on a weekly schedule. New content will be posted every Monday, beginning with the first day of classes. You will be responsible for completing various activities during the week. Most can be completed asynchronously, but there are occasional synchronous “chats” on Twitter that are required.

**Twitter Chats**
There are several Twitter Chats planned for this course. These are real-time events which will require the entire class to participate synchronously. Each chat will last one hour. If you are unable to participate due to your location/time-zone, an alternate assignment will be given.

**Twitter List**
You will be required to use Twitter in this class. In order to assign proper credit to your work with these tools, please add your name and Twitter account to this [Google Spreadsheet](#).

**Exams & Assignments**
The following is a breakdown of assignments in this course.

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM Strategy Project</td>
<td>40%</td>
</tr>
<tr>
<td>- Client Research (10%)</td>
<td></td>
</tr>
<tr>
<td>- Strategy Plan Document (15%)</td>
<td></td>
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<tr>
<td>- Final Report (15%)</td>
<td></td>
</tr>
<tr>
<td>Weekly Topic Curation</td>
<td>40%</td>
</tr>
<tr>
<td>- Scheduled Topic Curation (10%)</td>
<td></td>
</tr>
<tr>
<td>- Weekly Discussion Engagement (25%)</td>
<td></td>
</tr>
<tr>
<td>- Weekly Twitter engagement (5%)</td>
<td></td>
</tr>
<tr>
<td>Trust Agents Reflection</td>
<td>10%</td>
</tr>
</tbody>
</table>
Social Media Strategy Project
You will work with a real-world client organization to develop and implement a social media strategy.

Weekly Topic Curation
A schedule will be released in the first week of class assigning each student to curate two (2) weekly topics throughout the semester, which will serve as the starting point for discussion. Students who are not assigned to curate are required to post a substantive response to at least one item in each posted summary. More details on this assignment will be posted on Blackboard.

Trust Agents Reflection / Profile
A reflection on the book Trust Agents by Chris Brogan and Julian Smith

#Trending Assignment
Students will be assigned an emerging social media technology to review and report.

Course Schedule
The schedule will change during the semester. Always refer to the online syllabus for the most recent version.

Readings should be completed before the class date listed.

TBA
Syracuse University and iSchool Policy Statements

Academic Integrity
The academic community of Syracuse University and of the School of Information Studies requires the highest standards of professional ethics and personal integrity from all members of the community. Violations of these standards are violations of a mutual obligation characterized by trust, honesty, and personal honor. As a community, we commit ourselves to standards of academic conduct, impose sanctions against those who violate these standards, and keep appropriate records of violations. The academic integrity statement can be found at: http://supolicies.syr.edu/ethics/acad_integrity.htm.

Disabilities
If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), http://disabilityservices.syr.edu, located in Room 309 of 804 University Avenue, or call (315) 443-4498 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented disabilities Accommodation Authorization Letters, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible.

Ownership of Student Work
This course may use course participation and documents created by students for educational purposes. In compliance with the Federal Family Educational Rights and Privacy Act, works in all media produced by students as part of their course participation at Syracuse University may be used for educational purposes, provided that the course syllabus makes clear that such use may occur. It is understood that registration for and continued enrollment in a course where such use of student works is announced constitutes permission by the student. After such a course has been completed, any further use of student works will meet one of the following conditions: (1) the work will be rendered anonymous through the removal of all personal identification of the work’s creator/originator(s); or (2) the creator/originator(s)’ written permission will be secured. As generally accepted practice, honors theses, graduate theses, graduate research projects, dissertations, or other exit projects submitted in partial fulfillment of degree requirements are placed in the library, University Archives, or academic departments for public reference.

Faith-Based Observances
Syracuse University recognizes the diverse faith traditions represented among its campus community and supports the rights of faculty, staff, and students to observe according to these. A more detailed student policy can be found at http://supolicies.syr.edu/studs/religious_observance.htm. Under this policy, students are provided an opportunity to make up examination, study, or work requirements that may be missed due to religious observance provided they notify the university and their instructors before the end of the second week of classes. Students will have access to an online notification system for this purpose on MySlice during the first two weeks of the semester. Instructors will also have MySlice access to a list of students who have provided notification. We ask that you be as flexible as possible in accommodating these students.

Learning Management System (LMS)
Effective fall 2011, the iSchool transitioned its learning management services from a locally administered system to the centrally supported SU Blackboard system. This system is our primary delivery vehicle for online instruction and it serves as an important supplement to an increasing percentage of on-campus courses. We strongly encourage you to incorporate Blackboard into your course and we have extensive staff expertise to help you find the right blend between traditional and online instruction. For information about Blackboard in the iSchool, see https://answers.syr.edu/display/ischool/iSchool+BlackBoard+Resources

For assistance with online course development, contact Peggy Brown (pbrown01@syr.edu; 315-443-8144). If you or your students need to report problems on the Blackboard System, the best way to get the fastest possible
response is to submit a trouble ticket at http://ischool.syr.edu/it/. Click on the Get Help button. It’s quick and easy.