**IST 486: Social Media in the Enterprise**  
*2-3:20 Tuesdays and Thursdays, Watson Theater*

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Prerequisites: None

*Note: This is a draft and may change a bit through the summer*

As technology changes, so too do organizations and the ways they inform and persuade. Our goal with this class is to provide you a broad overview of "social media": what it is, how it's changed, how its use has changed organizations, ways to strategically communicate through different social media platforms, and ways to analyze messages to determine effective messaging.

We want students to:
1. understand the affordances and limitations of social media for communicating and for organizing
2. understand the history of the Internet that has shaped our current uses and expectations of social media
3. understand the issues and challenges social media workers must negotiate when working with social media in organizations
4. analyze the social media strategies of contemporary organizations or businesses
5. apply and practice strategic communication messaging through social media
6. understand and practice social media analytics

By the end of the semester, we hope you have a deeper appreciation for the importance of fitting messages to audiences and platforms, understand the complexity of social media work in enterprise organizations, and ability to determine and conduct appropriate analysis to determine effectiveness of messaging.

Expectations: We want to run this class with maximum participation from you. We will bring our A-game to the class in terms of organizing it well, giving you high quality information that you can use and that also will make you think. We aim to challenge you. But, we need you to read and prepare for the class in advance so that you can get the most out of it. If you aren't prepared to learn, we can't teach you. For every hour of class, you should expect to do 2 hours outside of class doing work for it.
**Readings:**  
Readings will be posted on Blackboard. There will be approximately 60 pages/class of assigned readings. These will be available on Blackboard. Reading is a key way of preparing for class, and we expect you to do them.

**Assignments:**

**Attendance quizzes:** As a way to encourage attendance and to incentivize readings, there will be quizzes on the assigned readings.

**Participation on social media:** All students will be required to contribute on social media. Several students will be assigned each week to post relevant news, commentary, or reflections that illustrate and contribute to the class.

**Blogging:** To give you practice writing and critically reflecting on what you're learning in class, you will keep a blog. Reflections and several short writing assignments will be given through the semester to focus your writing.

**Social Media in the Enterprise Analysis:** To help you learn more of the challenges of social media in enterprise organizations, you will interview a social media manager and/or conduct an analysis of social media in an organization and write an analysis.

**Social Media Metrics Analysis:** To give you practice at analyzing social media, you will conduct a critical examination of the effectiveness of a messaging campaign using data and a case study we make available to you.

**Final exam:** There will be a final exam that measures your level of understanding and application of principles you've learned through the class.