

CS57.11: Introduction to Social Media: Section 4291: Rego K

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CS 57.11 - Intro to Social Media

Section 1582, Spring 2019 Course Syllabus

Course Description

Social Media enables individuals to create, collaborate, and share information with others. Students will explore the possibilities and limitations of social media and will have hands-on experience with several forms of social media technology, such as Facebook, Twitter, blogs, and wikis. Those who complete this course will know how to use social media productively and have a framework for understanding and evaluating new tools and platforms.

Student Learning Outcomes

Students will be able to:

1. Critically evaluate the use of social media, including security, privacy, and ethics.
2. Compare and contrast the purpose and features of different types of social media, including: blogs, social networks, wikis, and photo and video sharing sites.
3. Effectively utilize multiple forms of social media.

Class Meetings

Mondays, 6:30 - 8:30 pm, Maggini Hall 2907, Lecture & Discussion

Mondays, 8:31 - 9:30 pm, Maggini Lab 2923. Lab Work

Every class has a recording. Find each in the [Weekly Lecture Notes](http://bit.ly/CS5711S2019) (<http://bit.ly/CS5711S2019>).

Instructor Contact

Kerry Rego

Email: kregos@santarosa.edu

Phone: (707) 527-4999 x 5023

Office Hours: Tuesdays 10-11:30am, Room 2932 (to the left of 3rd floor stairwell)

I do my best to respond to emails within 48 hours.

Course Web Site

Students will use the Canvas course web site for assignment instructions, quizzes, and viewing grades.

[Weekly lecture notes](http://bit.ly/CS5711S2019) (<http://bit.ly/CS5711S2019>) available.

Textbook

Social Media Marketing All-in-One for Dummies, 4th edition, ISBN: 978-1-119-33039-4. Don't let the title fool you - this book has a lot of great information about many forms of social media. You will not need to carry this heavy book to class, though!

You can locate and order textbooks online via the [SRJC Bookstore](http://bookstore.santarosa.edu/santarosa/home.aspx) (<http://bookstore.santarosa.edu/santarosa/home.aspx>).

Important Dates

Day Class Begins: 1/14/19

Day Class Ends: 5/13/19

FINAL: 5/20/19

Last Day to Add without instructor's approval: 1/20/19

Last Day to Drop with refund: 1/27/19

Last Day to Add with instructor's approval: 2/3/19

Last Day to Drop without a 'W' symbol: 2/3/19

Last Day to Opt for Pass/No Pass: 2/24/19

Last Day to Drop with a 'W' symbol: 4/21/19

Dropping the Class

If you decide to discontinue this course, it is your responsibility to officially drop it. A student may be dropped from any class when that student's absences exceed ten percent (10%) of the total hours of class time. It is strongly advised that if you need to miss more than one class/homework deadline in a row that you contact the instructor to avoid being dropped from the class.

Attendance

For face-to-face courses, students who fail to attend the first class meeting may be dropped by the instructor. For classes that meet online, students who fail to log on and initiate participation by 11:59 p.m. Pacific Time of the first day of the class may be dropped by the instructor.

Pass-No Pass (P/NP)

You may take this class P/NP. You must decide before the deadline, and add the option online with TLC or file the P/NP form with Admissions and Records. With a grade of C or better, you will receive a P.

You must file for the P/NP option by 2/24/19. Once you decide to go for P/NP, you cannot change back to a letter grade. If you are taking this course as part of a certificate program, you can probably still take the class P/NP. Check with a counselor to be sure.

Instructor Announcements

The instructor will post announcements on the "Instructor Announcements" page in Canvas throughout the semester. Canvas notifies students according to their preferred Notification Preferences.

Late Policy

All assignments are due at 11:59 pm Pacific time on the due date. A late submission will receive a 50% penalty.

Exams

There will be occasional quizzes, an online midterm, and a final exam. The material comes from the textbook, class lectures, and supplemental materials. If any exam is missed, a zero will be recorded as the score. It is your responsibility to take the exams by the due date.

Grading Policy

Click the "Grades" link in Canvas to keep track of your grades. I grade about once a week and post grades

and comments in the Canvas gradebook.

Grades will be assigned as follows:

A	90%
B	80%
C	70%
D	60%

If taking Pass/No Pass you need at least 70% of the total class points and complete the midterm exam and the final exam to pass the class.

Standards of Conduct

Students who register in SRJC classes are required to abide by the SRJC Student Conduct Standards. Violation of the Standards is basis for referral to the Vice President of Student Services or dismissal from class or from the College. See the [Student Code of Conduct page \(http://www.santarosa.edu/for_students/rules-regulations/student-conduct.shtml\)](http://www.santarosa.edu/for_students/rules-regulations/student-conduct.shtml).

Collaborating on or copying of tests or homework in whole or in part will be considered an act of academic dishonesty and result in a grade of 0 for that test or assignment. Students are encouraged to share information and ideas, but not their work. See these links on Plagiarism:

[SRJC Writing Center Lessons on avoiding plagiarism \(http://srjcwrittingcenter.com/research/plagiarism/plagiarism.html\)](http://srjcwrittingcenter.com/research/plagiarism/plagiarism.html)

[SRJC's statement on Academic Integrity \(http://www.santarosa.edu/polman/3acadpro/3.11P.pdf\)](http://www.santarosa.edu/polman/3acadpro/3.11P.pdf)

Special Needs


















Every effort is made to conform to accessibility standards for all instructor-created materials. Students should contact their instructor as soon as possible if they find that they cannot access any course materials.



















Students with disabilities who believe they need accommodations in this class are encouraged to contact Disability Resources (707-527-4278).



















Assignments





To see them listed by due date, go to *Assignments*.

Course Summary:

Date	Details	
Sun Jan 27, 2019	 Google Doc (https://canvas.santarosa.edu/courses/35569/assignments/336312)	due by 11:59pm
	 Quiz 1 - Course Mechanics (https://canvas.santarosa.edu/courses/35569/assignments/336295)	due by 11:59pm
	 Social Media Definitions (https://canvas.santarosa.edu/courses/35569/assignments/336315)	due by 11:59pm
	 Why Are You Here? (https://canvas.santarosa.edu/courses/35569/assignments/336313)	due by 11:59pm
Sun Feb 3, 2019	 Comment on Class Wiki (https://canvas.santarosa.edu/courses/35569/assignments/336314)	due by 11:59pm
	 Wiki Reference (https://canvas.santarosa.edu/courses/35569/assignments/336316)	due by 11:59pm
Sun Feb 10, 2019	 Blog Proposals (https://canvas.santarosa.edu/courses/35569/assignments/336317)	due by 11:59pm
	 Blog Review (https://canvas.santarosa.edu/courses/35569/assignments/336318)	due by 11:59pm
	 Reading (https://canvas.santarosa.edu/courses/35569/assignments/336319)	due by 11:59pm
Sun Feb 24, 2019	 Blog Post #1 (https://canvas.santarosa.edu/courses/35569/assignments/336320)	due by 11:59pm
	 Blog Post #4 (https://canvas.santarosa.edu/courses/35569/assignments/336335)	due by 11:59pm
	 Blog Post Ideas (https://canvas.santarosa.edu/courses/35569/assignments/336321)	due by 11:59pm
	 Create a Blog Site (https://canvas.santarosa.edu/courses/35569/assignments/336322)	due by 11:59pm
	 Reading (https://canvas.santarosa.edu/courses/35569/assignments/336323)	due by 11:59pm
Sun Mar 3, 2019	 Quiz 2 - Wikis, Blogs, Twitter (https://canvas.santarosa.edu/courses/35569/assignments/336296)	due by 11:59pm
	 Blog Comments, Student (https://canvas.santarosa.edu/courses/35569/assignments/336324)	due by 11:59pm
	 Blog Post #2 (https://canvas.santarosa.edu/courses/35569/assignments/336325)	due by 11:59pm

Date	Details	
	 Create Twitter Account (https://canvas.santarosa.edu/courses/35569/assignments/336326)	due by 11:59pm
	 Reading (https://canvas.santarosa.edu/courses/35569/assignments/336327)	due by 11:59pm
	 Blog Post #3 (https://canvas.santarosa.edu/courses/35569/assignments/336328)	due by 11:59pm
	 Blog Status Check (https://canvas.santarosa.edu/courses/35569/assignments/336329)	due by 11:59pm
Sun Mar 10, 2019	 Create a Facebook Page (https://canvas.santarosa.edu/courses/35569/assignments/336331)	due by 11:59pm
	 Reading (https://canvas.santarosa.edu/courses/35569/assignments/336332)	due by 11:59pm
	 Tweets (https://canvas.santarosa.edu/courses/35569/assignments/336333)	due by 11:59pm
	 Blog Comments. Student & Found (https://canvas.santarosa.edu/courses/35569/assignments/336334)	due by 11:59pm
Sun Mar 24, 2019	 LinkedIn Profile (https://canvas.santarosa.edu/courses/35569/assignments/336336)	due by 11:59pm
	 Reading (https://canvas.santarosa.edu/courses/35569/assignments/339244)	due by 11:59pm
	 Tweet Blog Posts (https://canvas.santarosa.edu/courses/35569/assignments/336337)	due by 11:59pm
	 Blog Post #5 (https://canvas.santarosa.edu/courses/35569/assignments/336338)	due by 11:59pm
Sun Mar 31, 2019	 Create a Pinterest Account (https://canvas.santarosa.edu/courses/35569/assignments/336339)	due by 11:59pm
	 Image Edit (https://canvas.santarosa.edu/courses/35569/assignments/336340)	due by 11:59pm
	 Instagram Hashtag Search (https://canvas.santarosa.edu/courses/35569/assignments/336341)	due by 11:59pm
	 Reading (https://canvas.santarosa.edu/courses/35569/assignments/339245)	due by 11:59pm
Sun Apr 7, 2019	 Midterm (https://canvas.santarosa.edu/courses/35569/assignments/336297)	due by 11:59pm
	 Live Stream (https://canvas.santarosa.edu/courses/35569/assignments/336342)	due by 11:59pm

Date	Details	
	 Pin Blogs (https://canvas.santarosa.edu/courses/35569/assignments/336343)	due by 11:59pm
	 Reading (https://canvas.santarosa.edu/courses/35569/assignments/339247)	due by 11:59pm
	 Video Sharing (https://canvas.santarosa.edu/courses/35569/assignments/336344)	due by 11:59pm
Tue Apr 9, 2019	 Quiz 3 (https://canvas.santarosa.edu/courses/35569/assignments/336293)	due by 11:59pm
	 Customer Profiles (https://canvas.santarosa.edu/courses/35569/assignments/336299)	due by 11:59pm
Sun Apr 14, 2019	 Objectives (https://canvas.santarosa.edu/courses/35569/assignments/336300)	due by 11:59pm
	 Reading (https://canvas.santarosa.edu/courses/35569/assignments/336305)	due by 11:59pm
	 Value Propositions (https://canvas.santarosa.edu/courses/35569/assignments/336301)	due by 11:59pm
	 Content Themes (https://canvas.santarosa.edu/courses/35569/assignments/336302)	due by 11:59pm
	 Editorial Calendar (https://canvas.santarosa.edu/courses/35569/assignments/336303)	due by 11:59pm
Sun Apr 21, 2019	 Keywords & Hashtags (https://canvas.santarosa.edu/courses/35569/assignments/336304)	due by 11:59pm
	 Leave a Review (https://canvas.santarosa.edu/courses/35569/assignments/336311)	due by 11:59pm
	 Reading (https://canvas.santarosa.edu/courses/35569/assignments/339424)	due by 11:59pm
	 Audit Your Project Business (https://canvas.santarosa.edu/courses/35569/assignments/336308)	due by 11:59pm
Sun Apr 28, 2019	 Digital Asset List (https://canvas.santarosa.edu/courses/35569/assignments/336306)	due by 11:59pm
	 Reading (https://canvas.santarosa.edu/courses/35569/assignments/339425)	due by 11:59pm
	 Twitter Analytics (https://canvas.santarosa.edu/courses/35569/assignments/336307)	due by 11:59pm
Sun May 5, 2019	 Book Review (https://canvas.santarosa.edu/courses/35569)	due by 11:59pm

Date	Details	
	/assignments/336330	
Wed May 8, 2019	 Final Exam (https://canvas.santarosa.edu/courses/35569/assignments/336294)	due by 11:59pm
Sun May 12, 2019	 Crowdsourcing & Crowdfunding (https://canvas.santarosa.edu/courses/35569/assignments/336309)	due by 11:59pm
Sun May 19, 2019	 Blog Reflection (https://canvas.santarosa.edu/courses/35569/assignments/336310)	due by 11:59pm
Mon May 20, 2019	 Participation (https://canvas.santarosa.edu/courses/35569/assignments/336298)	due by 11:59pm

