SOCIAL MEDIA TOOLKIT, COJO F390
Syllabus
Fall 2017

Professor: Lisa W. Drew
- Office hours (106C Bunnell): 12:45 - 3:45 Wed. or by appointment.
- Email: lwdrew@alaska.edu Please use informative subject lines in email. If your message is about this course, please start the subject line with “390,” as in “390 question on Friday assignment.” I strive to respond within 24 hours, but don’t count on me checking email during holidays or between 5 p.m. Friday and 8 a.m. Monday.

Goals
Students will develop
1. understanding of current roles and challenges of social media in journalism;
2. experience using a range of social media platforms and formats (such as text, photographs, video, audio)
   ➢ to report and share different types of journalistically sound content,
   ➢ including - but not limited to - beat reporting, live reporting of an unfolding story and crowdsourcing;
3. basic abilities to use SEO and to track social media user trends; and
4. your own social media portfolios

Subjects We'll Explore
- What are social media?
- Vehicles of social media
- Differences among original reporting, repurposing, promoting a story with a link, opinion
- Accuracy, fairness, credibility, responsible news coverage
- Crowdsourcing
- Tracking users
- Search optimization
- From clickbait to hard news: Where’s the bottom line?

Expenses
- Subscriptions: Students are required to subscribe to two online news publications. One of your three presentations will be to compare the social media ecosystems of both publications (more about this assignment will be posted in Blackboard and discussed in class). Some publications offer free or reduced-price subscriptions for students (such as The Washington Post).
- Apps: I suggest you reserve about $50 or more for potentially purchasing apps in the course of your work this semester. I will not require these purchases, but you may want to use some premium features of certain apps in order to build outstanding portfolios.
- Your mobile device: Make sure to see me if you have questions about this.

Relevant Online Resources
- #socialj – used by a few social media journalism classes nationwide
- #UAFCOJO – department hashtag
- #UAFcojoSM – our course hashtag, to be used on #socialj
- AP Stylebook (available online when you are on eduroam)
- Berkeley guide to free media assets
- Berkeley tips for shooting video
- BBC Academy, http://www.bbc.co.uk/academy/find/?q=journalism
● MediaShift, http://mediashift.org/
● Nieman Lab, http://www.niemanlab.org/
● NPR Training, http://training.npr.org/
● Poynter, http://www.poynter.org/
● Storify, https://storify.com/

Expect Changes
Given this course’s focus on communicating news through media that are constantly evolving, changes in course content and assignments are inevitable. Students will be fully informed about changes.

Classroom Etiquette
● Candor and informality are encouraged – but not mean-spirited jabs, profanity or off-topic tangents. Anyone uncomfortable with the nature and direction of class discussions should contact the professor privately.
● Food: You don’t learn well if you’re hungry. Please eat. Please be discreet about it.
● Your Devices in Class: Turn off phones and other messaging or wifi devices during class unless we are using them for class purposes. No texting or web surfing unless for class purposes. No kidding.

Grading Guidelines
A: An honor grade that indicates originality and independent work, mastery of the subject and the satisfactory completion of more work than is regularly required: 90-100 percent.
B: Indicates outstanding ability above the average level of performance: 80-89 percent.
C: Indicates a satisfactory or average level of performance: 70-79 percent.
D: The lowest passing grade. Indicates work of below-average quality and performance: 60-69 percent.
F: Indicates failure to meet lowest standards: below 60 percent.

Please note that inaccuracy will lower your grades. Accuracy includes spelling, especially of names of people, places, businesses, government agencies and other entities. Misspelling of names of people is particularly egregious.

Basic Grading Formula

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>Class participation, including evidence you have done the reading</td>
<td>25 %</td>
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<tr>
<td>Blog for class reading (can be within Blackboard)</td>
<td>15 %</td>
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<tr>
<td>Blog for sports reporting</td>
<td>10 %</td>
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<tr>
<td>Social media posts</td>
<td>40 %</td>
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<tr>
<td>For beat</td>
<td>30 %</td>
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<tr>
<td>Live reporting (can also be on beat)</td>
<td>10 %</td>
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<tr>
<td>Final report (portfolio)</td>
<td>10 %</td>
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Deadlines: Because deadlines are critical in journalism, all assignments handed in late will receive an F grade. If a true emergency prevents you from finishing an assignment, I expect adequate documentation of your coma, airplane crash, kidnapping or other serious calamity.
Basic Writing Skills: We will not focus in this class on grammar, punctuation and other basic skills. If I notice that you are challenged in those areas, I may refer you to the Writing Center for tutoring. I will give you ample opportunity to improve the skills in question, and if I see no improvement in them, I will mark down your work. You will have so much feedback from me at that point that the lowered grades should not be a surprise.

Please note that my evaluation of accuracy in your articles includes spelling, especially of names of people, places, businesses, government agencies and other entities. Misspelling of names of people is particularly egregious.

I expect you to follow AP style, although for this course the conventions of social media (such as a conversational, informal tone and acronyms or abbreviations) may trump AP style.

Plagiarism or Fabrication: Evidence of plagiarism or fabrication in any assignment will result in a minimal penalty of an F for the course. Further action, such as expulsion from the department and additional academic penalties, may also be taken. Plagiarism is appropriating other people’s words or ideas and using them as your own. Fabrication includes making up quotes, sources or events – in other words, writing fiction. To protect yourself from false accusations of plagiarism or fabrication, keep all interview notes, research material and rough drafts until you receive your grade for the semester. Failure to do so may result in an F grade.

Ethics
Follow the Society of Professional Journalists (SPJ) Code of Ethics.

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<tr>
<th>Selected Support Services</th>
<th>Writing Center</th>
<th>Speaking Center</th>
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<tbody>
<tr>
<td><strong>Disability Services</strong></td>
<td><strong><a href="https://www.uaf.edu/english/writing-center/">https://www.uaf.edu/english/writing-center/</a></strong></td>
<td><strong><a href="http://www.uaf.edu/speak/">http://www.uaf.edu/speak/</a></strong></td>
</tr>
<tr>
<td>907 474 5655</td>
<td>English Dept.</td>
<td>Communication &amp; Journalism Dept.</td>
</tr>
<tr>
<td>UAF Student Wellness Services</td>
<td>801 Gruening Bldg.</td>
<td><a href="mailto:uaf-speakingcenter@alaska.edu">uaf-speakingcenter@alaska.edu</a></td>
</tr>
<tr>
<td>298 Whitaker Bldg.</td>
<td><a href="mailto:uaf-writing-center@alaska.edu">uaf-writing-center@alaska.edu</a></td>
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<tr>
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I will make reasonable accommodations for individuals with documented disabilities. See Disability Services for a letter recommending the kind of assistance you need to be successful. Please alert me to special-needs concerns within the first two weeks of the course.

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The Writing Center, a student-staffed, student-oriented service of the English Department, assists with any phase of the writing process. Discover ways of improving grammar, mechanics and punctuation.

The Speaking Center is a student-oriented service that helps with preparation of public presentations. Assistance areas include refining topics, organizing material and practicing presentations. The center enables students to digitally record and watch practice presentations, with constructive feedback from a coach.

Title IX and Nondiscrimination
If, for any reason, you feel you are a victim of sex discrimination on campus or wish to make other inquiries concerning the application of Title IX of the Education Amendments of 1972 and its implementing regulations, contact the University’s Title IX Coordinator or the Assistant Secretary in the U.S. Department of Education Office of Civil Rights:

UAF Title IX Coordinator
The University of Alaska is an affirmative action/equal opportunity employer and educational institution. The University of Alaska does not discriminate on the basis of race, religion, color, national origin, citizenship, age, sex, physical or mental disability, status as a protected veteran, marital status, changes in marital status, pregnancy, childbirth or related medical conditions, parenthood, sexual orientation, gender identity, political affiliation or belief, genetic information, or other legally protected status. The University's commitment to nondiscrimination, including against sex discrimination, applies to students, employees, and applicants for admission and employment. Contact information, applicable laws, and complaint procedures are included on UA's statement of nondiscrimination available at www.alaska.edu/nondiscrimination.

About the Professor
Lisa W. Drew’s journalism experience has primarily been with magazines. She was a staff reporter and stringer for Newsweek, a senior editor at National Wildlife and managing editor of Harvard Medical School’s alumni magazine. Her other jobs have included working as a writer and editor for the Alaska Satellite Facility, including editing the website and contributing to the Twitter feed, and as a grant-proposal writer for the nonprofit organization Health Leads. As a freelancer, in addition to magazine-article writing, she has worked as an editorial consultant for websites; an assistant editor, script person and researcher on documentary films; and a writer and editor on various other projects. She has an M.F.A. from the University of Iowa Writers’ Workshop and a B.A. from Reed College.