ICS 119 Intro to Social Media
Syllabus - 3 credits
Online

INSTRUCTOR: Burt Lum
OFFICE: Online
OFFICE HOURS: see below
TELEPHONE: 808.525.6409
EMAIL: burt808@hawaii.edu
EFFECTIVE DATE: Fall 2015

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College offers innovative programs in the arts and sciences and opportunities to gain knowledge and understanding of Hawai’i and its unique heritage. With a special commitment to support the access and educational needs of Native Hawaiians, we provide O’ahu’s Ko’olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.

Office Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Monday</td>
<td>via email</td>
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<tr>
<td>Tuesday</td>
<td>via email</td>
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<tr>
<td>Wednesday</td>
<td>via email</td>
</tr>
<tr>
<td>Thursday</td>
<td>Online 3-4pm (Facebook)</td>
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<tr>
<td>Friday</td>
<td>via email</td>
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</tbody>
</table>

Each new student will need to request storage at WCC using your UH username. Go to http://accounts.windward.hawaii.edu to activate the WCC computer account.

Office hours are held in the class Facebook group every Thursday from 3-4pm, unless otherwise specified.

CATALOG DESCRIPTION

This course will provide students with the foundation to build a presence on the Web, develop a personal brand and create a channel to share ideas, expertise and business. Students will learn the fundamentals of choosing a brand name and a message, then move to social media and content creation. Popular social web tools such as Wordpress, Google docs, Twitter, Facebook, Instagram, Snapchat, Periscope, Youtube, and Flickr will be addressed. At the conclusion of the course students will have their own social web channel.

RECOMMENDED PREPARATION

Students should have basic computing and Internet skills for this course. You should also set up a Google account. A smartphone and digital camera is also useful for this course.
STUDENT LEARNING OUTCOMES
The student learning outcomes for the course are:
- Utilize the appropriate social media tools to create an online identity.
- Create compelling content that uniquely represents you and your message.
- Implement and execute a social media campaign analyzing its effectiveness.
- Understand the roles and responsibilities of a content creator and be able to engage with the community.

COURSE TASKS
Students will be asked to create the following:
Create a blog on Wordpress.com, Blogger.com or Tumblr.com
Create a Facebook account
Create a Twitter account
Create a Google Gmail and Google+ account
Create content for use on the social web

REQUIREMENTS OF THE COURSE
Needs
1. Access to a computer with an Internet connection
2. An up-to-date Internet browser
3. Familiarity with Laulima and Google Docs.
4. An email account that you check daily, preferably your UH account
   If you do not check your UH email, then you must forward your UH email to an email account that you do check (download a PDF describing how to do that)
5. A Google email address (for Google tools)
6. A digital camera for photos and/or video (optional but would help in creating content)
7. Time management skills – an online class a typically takes more time than a regular face-to-face class. Plan for at least 6-10 hours a week, every week. It's often a lot harder to catch up in an online scenario.
8. Organization – a class with an online component puts a lot of the responsibility for the work on you. You need to know when your assignments are due, when you should start working on them, and where to go for help when you need it.

Computer Skills
1. Download a computer file (such as a Word or PDF document) from your email
2. Attach a file on your computer to an email to send to someone
3. Watch a YouTube video
4. Search and surf effectively on the Internet
5. Taking digital photos and creating a video is also nice to have but not required.
Laulima-based Skills
1. Log in to Laulima
2. Upload a File from your computer to the Laulima drop box
3. Respond to someone else’s post
4. Take an online Test
5. Chat online (check to see if your microphone and speaker function properly)

ASSESSMENT TASKS AND GRADING
The requirements for this course consist of 15 weekly communication tasks, 6 projects from the project booklet and from the Internet, and an open final exam (reflection project). The communication tasks allow the instructor to communicate with each student during the online time period and the assignments are designed to aid students in mastering concepts. The Final exam is a reflection paper stating how you used the social networking took kit and what insights you gleaned from the experience.

POINTS & DUE DATE
The assignment of points may vary slightly each semester but the following is typical:

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Communication (10 pts. each X 15)</td>
<td>150</td>
</tr>
<tr>
<td>Projects, 6 Total (50 pts. each X 6)</td>
<td>300</td>
</tr>
<tr>
<td>Final Exam Group Project</td>
<td>50</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>500</strong></td>
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</tbody>
</table>

Weekly Schedule and Assignments

<table>
<thead>
<tr>
<th>Week</th>
<th>Week Start Date</th>
<th>Project Due Date (8:00pm Sunday)</th>
<th>Weekly Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8/24/2015</td>
<td>8/30/2015</td>
<td>Introductions, Course outline, Project Assignment, Laulima, Review social media policy for UHCC</td>
</tr>
<tr>
<td>2</td>
<td>8/31/2015</td>
<td>9/6/2015 9/13/15 Project 1 Due</td>
<td>Set up accounts, Twitter, Blog, Facebook, Google+, Domain Name</td>
</tr>
<tr>
<td>3</td>
<td>9/7/2015</td>
<td>9/13/15 Project 2 Due</td>
<td>Principles of blogging, establishing your voice, long form vs. short form</td>
</tr>
<tr>
<td>4</td>
<td>9/14/2015</td>
<td>9/20/2015 9/27/2015</td>
<td>Collaboration tools: Google doc, overview of cloud technologies</td>
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<tr>
<td>5</td>
<td>9/21/2015</td>
<td>9/27/2015</td>
<td>Twitter 1: Building your community on Twitter, who to follow on Twitter, what to tweet</td>
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<td>6</td>
<td>9/28/2015</td>
<td>10/4/2015 10/11/2015</td>
<td>Twitter 2: Analysis of Twitter, who did you follow, what are the most interesting tweets, how many tweets did you get retweeted</td>
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<tr>
<td>7</td>
<td>10/5/2015</td>
<td>10/11/2015</td>
<td>Facebook 1: Creating your Facebook presence, adding friends, interacting on Facebook</td>
</tr>
<tr>
<td>8</td>
<td>10/12/2015</td>
<td>10/18/2015</td>
<td>Facebook 2: What was most compelling on</td>
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<td></td>
<td>Date</td>
<td>Date</td>
<td>Notes</td>
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<tr>
<td>9</td>
<td>10/19/2015</td>
<td>10/25/2015</td>
<td>Facebook, what posts generated the most comments, what events piqued your interest</td>
</tr>
<tr>
<td>10</td>
<td>10/26/2015</td>
<td>11/1/2015</td>
<td>Engage your Google+ community, how do you differentiate between G+ and FB, groups vs pages, news feed</td>
</tr>
<tr>
<td>12</td>
<td>11/9/2015</td>
<td>11/15/2015</td>
<td>Content creation: Photos, on Flickr, Instagram</td>
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<tr>
<td>13</td>
<td>11/16/2015</td>
<td>11/22/2015</td>
<td>Social Bookmarking, Digg, Reddit, Pinterest</td>
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<tr>
<td>15</td>
<td>11/30/2015</td>
<td>12/6/2015</td>
<td>Livestreaming: Periscope</td>
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<tr>
<td>16</td>
<td>12/7/2015</td>
<td>12/10/2015</td>
<td>Meetups, Tweetups</td>
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<tr>
<td>17</td>
<td>12/14/2015</td>
<td>12/17/2015</td>
<td>Last day of instruction (12/10) - Start Final Paper</td>
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Monday night I will have 2 postings -- your weekly assignment on the Announcements Tool of Laulima and a communication assignment. The Assignment will be selected readings from the Web. The communication assignment will be a task, quiz, post, question, discussion, etc. The communication assignment must be completed by Sunday night. Points will be deducted for late work. The communication will lead up to your project which is more involved and valued at 50 points.

There are 6 projects. The Project 1 will need to be finished by the Due Date since it is foundational and provides the basis for what you will build your engagement around. Project 2 is also foundational and needs to be completed by its Due Date.

Projects 3, 4 and 5 can be started during the course. These projects involve your Blog, Twitter and Facebook. You will need to start these up on or before their Start Date and maintain them over the semester. They will be due at the end of the semester. They will also play a big role in your final paper.

Project 6 is Due for completion on week 14. You need to complete this on or before its Due Date as it will also play a role in your final project.

For Project 1 and 2 you will complete your project assignment and notify me via Google Docs by sharing your Project completion writeup with me. I will also use Google Docs for some of the communications assignments. The project and communications must be named as requested with your name and the project or communication name, for example: Project 1 - Your Name. Your project will be graded and posted in the Gradebook Tool.

Projects will be graded and assigned points on the following basis:

1. The assignment produces the correct output.
2. The assignment is grammatically correct (no misspellings / incomplete sentences, incorrect subject/verb agreement, etc.).
3. The quality of your project content.
4. Projects must be posted on given Due Date and will NOT be accepted late unless an acceptable excuse is provided showing the student was unable to complete the assignment. Points will be deducted for late assignments.

The Final project is Due during Finals Week. You will have time to start the final paper well before the due date. You will submit the Final paper to me on Google Docs.

VIEWING YOUR ICS 119 GRADES
Grades are available upon request.

The letter grade for the course will be given as follows:
A 90 - 100% of possible points
B 80 - 89% of possible points
C 70 - 79% of possible points
D 60 - 69% of possible points
F Below 60% of possible points

THE 'N' GRADE
The 'N' grade indicates that the student has worked conscientiously, attended regularly, finished all work, fulfilled course responsibilities, and has made measurable progress. However, either the student has not achieved the minimal student learning objectives and is not yet prepared to succeed at the next level, or the student has made consistent progress in the class but is unable to complete the class due to extenuating circumstances, such as major health, personal or family emergencies.

COMMUNICATION
Communication in ICS 119 will be via projects and online discussions, Laulima, and email. It is very important to understand the projects and to email questions to me otherwise. Be certain to read and ask any questions about the above project and assignment schedule.

LEARNING RESOURCES AND MATERIALS
LAB HOURS: If you need access to a computer on WCC’s campus, see the Noeau 123/124 Computer Lab Door. The WCC Library and Trio also have labs with most of the needed software.

ADDITIONAL INFORMATION

DISABILITIES ACCOMMODATION STATEMENT
If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the
Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Ann Lemke can be reached at 235-7448, lemke@hawaii.edu, or you may stop by Hale ‘Akoakoa 213 for more information.

CLASS COLLEAGUES Exchange names, contact phone numbers, and emails with three students in class for emergency purposes.

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone/text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burt Lum</td>
<td><a href="mailto:Burt808@hawaii.edu">Burt808@hawaii.edu</a></td>
<td>808.525.6409</td>
</tr>
</tbody>
</table>