ICS119 – Introduction to Social Media -Syllabus

3 Credits- Online
ICS-119 Windward
CRN 60178

INSTRUCTOR: David Maxson
OFFICE: Online
VIRTUAL OFFICE HOURS: Online. I will be available via email Mondays through Thursdays at dmaxson@hawaii.edu. Please allow 24 hours for a reply.

EFFECTIVE DATE: Spring 2019

Windward Community College Mission Statement

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

CATALOG DESCRIPTION

This course will provide students with the foundation to build a social media presence on the Web, develop a personal brand and create a social media campaign to share ideas, expertise and their life purpose. Students will learn the fundamentals of choosing a personal brand and message, then move to social media, content creation and creating an online identity. Popular social web tools such as Blogger, UH Google, Twitter, Facebook, Instagram, Pinterest, YouTube, and Canva will be addressed. At the conclusion of the course students will have created, implemented and analyzed the results of a social media campaign.

This course is designed to help you create and execute a social media campaign, and analyze its effectiveness. You will slowly build your skills, unit by unit, to get ready for the Social Media Campaign at the end of the course.

Your primary responsibilities are to think critically, have fun, not take yourself too seriously, embrace change and lifelong learning. During the course you will assess how you are doing, improve, and connect with other learners.

RECOMMENDED PREPARATION Students should be prepared to use a computer and the Internet every day for this course. If you do not have the skills, please commit yourself to spending more time learning. You should also be able to set up and use your UH Google account social tools. A smartphone with digital camera is also useful for this course.

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STUDENT LEARNING OUTCOMES

1. Utilize appropriate social media tools to create an online identity.
2. Create compelling content that uniquely represents you and your message.
3. Implement and execute a social media campaign analyzing its effectiveness.
4. Understand the roles and responsibilities of a content creator and be able to engage with the community.

COURSE TASKS

This course is based on adult learning theory. You are an adult, right? Ok, but what type of learner are you? Have you learned how to learn? Have you learned how to assess your own learning? Have you learned how to learn and share openly on the Internet? Have you learned how to be positive, effective and engaging when you learn online? You will in this course! Yea

This course will activity introduce you to social media. The emphasis will be on actively developing your thinking. Everything we do will be designed to help you become better and better at thinking about social media. You will be internalize information by using it actively each week to attempt to improve your thinking. Therefore the primary purpose of learning about social media is to help you develop your thinking or reasoning skills. Why is this important? The quality of every decision you make about social media will be directly determined by the quality of your reasoning abilities. In fact the quality of your life in general will be determined by how well you think in general.
Don't worry, you will have fun learning. When you are having fun you open yourself to new possibilities. That is why having an open mind is the first requirement for learning. By the end you this course you will be able to create a social media campaign, based on your purpose.

How the Course Works
Introduction to Social Media: A Typical Week Learning Online.

Each week you will need to spend between 6-9 hours on this course. The time you spend learning depends on your technology and thinking abilities. I hope you will learn to develop both throughout your life.

Each week you will need to spend between 6-9 hours on this course.
1. MONDAYS- First day of week
    1. Every Monday a newsletter email will be sent to your hawaii.edu email address that includes:
        1. An overview of the current week's learning objective

2. Assigned content for to read and or watch.
3. Activities to complete that include;
   1. You will create about 2 blog posts each week.
   2. Beginning week 4 you will be commenting on two other learners blog posts each week using intellectual standards.

2. THURSDAYS
   1. Every Thursday a newsletter email will be sent to your hawaii.edu email address to check on how see how you are doing and to remind you of the dues dates of that week's activities. .
3. SUNDAYS- Last day of week
   1. Course Activities- All activities are due by Sunday 11:59 pm each week- All late assignments will be deducted 10%. Late assignments will be accepted up until two weeks late.

WEEKLY GRADES. Every week you will complete a self-assessment form to receive your grade. Each week your self assessment is assessed by me for accuracy before you receive your grade. Each assignment clearly breaks down what you need to do to earn all the assignment points. Please follow the directions closely and you will earn all the points for the assignment.

WEEKLY INSTRUCTOR FEEDBACK
1. Every week I will provide feedback on the blog posts you create using the intellectual standards.
2. After the fifth week, I will also be providing feedback on how your commenting to other learners learning artifacts using the intellectual standards.

COMMUNICATION Primary Communication in ICS 119 will be via your hawaii.edu email. Social media tools will also be used for communication. If you need help, please post the Cyber Cafe in our ISC119 Google Plus Community. Others may have the same question.

- Course Activities- All activities are due by Sunday 11:59 pm each week- All late assignments will be deducted 10%.

- At the end of each week you will complete a self-assessment form to receive credit (points) for your completed activities and thinking from the previous week. After your self assessment is assessed by me for accuracy, you will receive your grade.

- Each assignment clearly breaks down what you need to do to earn all the assignment points. Please follow the directions closely and you will earn all the points for the assignment.

- You will also self-assess the quality of your assignments. You will not be graded on this self assessment. So , please be honest. The purpose is for you to see how your thinking progress throughout the course.

ASSESSMENT AND GRADING
Self-Assessment Procedure
1. You MUST submit a weekly self- assessment to get a grade.
2. If you do not complete an activity by the assigned day and time, there will be a 10% deduction for each activity that is late..
3. You can still submit late work up to 2 weeks after the due date. Send me an email me to let me know you submitted your late self-assessment

COURSE CONTENT, TASKS AND GRADING

Getting Started	Due	Points
Introductory Google + post	Week 1	20
Create your first blog post on how to become a fairminded critical thinker	Week 2	30
Read with a purpose about social media concepts- blog post-20 points	Week 3	20
Create a blog post on the logic of using reasoning to become a fairminded critical thinker.	Week 3	30
	Total	100

Community Member	Due	Points
Intellectual standards part 1- blog post	Week 4	30

Essential questions about community- blog post	Week 4	20
Practice providing feedback on week 3 blog posts using the first four intellectual standards	Week 4	10
Intellectual standards part 2- blog post	Week 5	40
Essential questions about collaboration- blog post	Week 5	20
Practice providing feedback on week 4 blog posts using the first four intellectual standards	Week 5	10
	Total	130

Content Creator	Due	Points
Read with a purpose about adding legal Images to your blog	Week 6	20
Add an image to your blog post - find and add a "free to use or share" image with Google Images	Week 6	15
Take a picture with your device and add it to your images blog post	Week 6	15
Read with a purpose about how to make your idea stick- blog post	Week 7	20
Create and insert an Canva Infographic into your blog post .	Week 7	20

Practice providing feedback on week 6 blog posts using the first four intellectual standards	Week 7	10
The Art of Crap Detection- blog post	Week 8	20
Write an editorial on untruthful news- blog post	Week 8	30
Practice providing feedback on week 7 blog posts using the first four intellectual standards	Week 8	10
Crap detect untruthful news- blog post	Week 9	20
Use UH YouTube to find and rate videos on media awareness	Week 9	20
Add a YouTube video to your crap detect untruthful news blog post	Week 9	20
Practice providing feedback on week 8 blog posts using the first four intellectual standards	Week 9	10
Remixing content- blog post	Week 10	20
Essential Questions about sharing- Blog Post & YouTube Video	Week 10	30
Practice providing feedback on week 9 blog posts using the first four intellectual standards	Week 10	10

	Total	290

Online Identity-		
Essential questions about digital footprints-blog post	Week 11	20
Read with a purpose about Establishing a Positive Presence Online- blog post-	Week 11	20
Practice providing feedback on week 9 blog posts using the first four intellectual standards	Week 11	10
Essential questions about spreading your ideas with social media- blog post	Week 12	30
Preparing your content for social sharing- blog post	Week 12	30
Practice providing feedback on week 10 blog posts using the first four intellectual standards	Week 12	10
Your social media strategy for the social media challenge blog Post	Week 13	30
Hashtags blog post	Week 13	30

	Total	180

The Social Media Campaign Challenge-	Total Points
The Instagram Challenge	100
The Twitter Challenge	100
The Facebook and Pinterest Challenge	100

GRADES
The letter grade for the course will be given as follows: 1000 points total
- A 900 -1000 points
- B 800 - 899 points
- C 700 - 799 points
- D 600 - 699 of possible points
- F Below 600 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.

ADDITIONAL INFORMATION

For extra help or advising through MySuccess. Students can also explore resources at MySuccess.Hawaii.edu and windward.hawaii.edu/MySuccess

REQUIREMENTS OF THE COURSE
- Access to a computer with an Internet connection
- A mobile device with a camera and video camera
- An up to date Internet browser
- Familiarity with Laulima, UH Google and what social media tools do.

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- You are required to use your UH gmail account throughout each week of the course.
- Check your email daily!!
- A Google email address (for Google tools) 6. A digital camera for photos and/or video (optional but would help in creating content)
- Time management skills – an online class a typically takes more time than a
- regular face to face class. Plan for 6- 9 hours a week of learning. It's often a lot harder to catch up in an online scenario.
- 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 files and images from your email and the Internet
2. Locate files after you download them to upload again to the internet.
3. Attach a file on your computer to an email to send to someone
4. Watch thumbnail online videos in full screen (size)
5. Search and surf effectively on the Internet
6. Join multiple sites that require usernames and passwords
7. Taking digital photos and creating a videos on a phone.
8. Copy and paste web addresses from the address bar into a hyperlink.
9. Social media savviness. No matter what role you are in, in today's climate it is vital to be social media-savvy. ...
10. Spreadsheeting. ...
11. Presentation skills. ...
12. Word processing. ...
13. Touch typing. ...
14. Keyboard shortcuts. ...
15. Emailing. ...
16. Learning new technology....

LEARNING RESOURCES AND MATERIALS
- MailChimp for Weekly emails
  - Three emails per week that include a learning path to follow, updates and other announcements.
  - It is essential you look for the weekly UH Gmails to help guide you through the course.
- The Course Website
  - Location of weekly content, assignments and how you will be assessed.
  - https://sites.google.com/view/ics119/home
- The UH Google + Community
  - Location to post weekly and find blogs to comment directly on other learners blogs.
  - Upload worksheet to the Google + community each week.

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.

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 2357448, lemke@hawaii.edu, or you may stop by Hale 'Akoakoa 213 for more information.

TITLE IX

Title IX prohibits discrimination on the basis of sex in education programs and activities that receive federal financial assistance. Specifically, Title IX prohibits sex discrimination; sexual harassment and gender-based harassment, including harassment based on actual or perceived sex, gender, sexual orientation, gender identity, or gender expression; sexual assault; sexual exploitation; domestic violence; dating violence; and stalking. For more information regarding your rights under Title IX, please visit: https://windward.hawaii.edu/Title_IX/.

Windward Community College is committed to the pursuit of equal education. If you or someone you know has experienced sex discrimination or gender-based violence, WCC has resources to support you. To speak with someone confidentially, contact the Mental Health & Wellness Office at 808-235- 7393 or Kaahu Alo, Designated Confidential Advocate for Students, at 808-235-7354 or kaahualo@hawaii.edu. To make a formal report, contact the Title IX Coordinator, Karla K. Silva-Park, at 808-235-7468 or karlas@hawaii.edu.

ACADEMIC INTEGRITY

Work submitted by a student must be the student's own work. The work of others should be explicitly marked, such as through use of quotes or summarizing with reference to the original author.

Students can upload papers to http://www.TurnItIn.com to have papers checked for authenticity, highlighting where the paper potentially fails to appropriately reference sources.

In this class, students who commit academic dishonesty, cheating or plagiarism will have the following consequence(s):

Students will receive a failing grade for plagiarized assignments. All cases of academic dishonesty are referred to the Vice Chancellor for Student Affairs.

ALTERNATE CONTACT INFORMATION

If you are unable to contact the instructor, have questions that your instructor cannot answer, or for any other issues, please contact the Academic Affairs Office:

Location: Alakai 121
Phone: 808-235-7422
Email: wccaa@hawaii.edu