



UNIVERSITY of HAWAII
WINDWARD COMMUNITY COLLEGE

Ke Kulanui Kaiāulu o ke Koʻolau

ICS 119: Intro to Social Media

LEARNING COMMUNITY COHORT
Fall 2024 T/TR 10:00–11:15 AM
3 Credits | CRN 64354

Windward Community College Mission Statement

‘O keia ka wā kūpono e ho‘onui ai ka ‘ike me ka ho‘omaopopo i kō Hawai‘i mau ho‘oilina waiwai. Aia nō ho‘i ma ke Kulanui Kaiāulu o ke Ko‘olau nā papahana hou o nā ‘ike ‘akeakamai a me nā hana no‘eau. Me ke kuleana ko‘iko‘i e ho‘ohiki ke Kulanui e kāko‘o a e ho‘okumu i ala e hiki kē kōkua i ka ho‘onui ‘ike a nā kānaka maoli. Na mākou nō e ho‘olako, kāko‘o a paipai i nā Ko‘olau a kō O‘ahu a‘e me nā hana no‘eau ākea, ka ho‘ona‘auao ‘oihana a me ka ho‘onui ‘ike ma ke kaiāulu – hō‘a‘ano a e ho‘oulu i nā haumāna i ka po‘okela.

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

Instructor Information

Nakoa Camvel | Title III Media Specialist / Lecturer

Office: Hale ‘Ākoakoa

Office Hours: ****by appointment**** T/TR 1:30–3:30PM

Email: camvel@hawaii.edu

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: Alaka‘i 121
- Phone: (808) 235-7422

Course Information

Catalog Description

This computing course explores the foundations of building a presence on the Web, developing an entity's brand and creating a social channel to share ideas, expertise and business philosophies. Topics covered: choosing a domain name, securing a content hosting service, initiating content creation, and constructing a social web channel.

Prerequisites: NONE

RECOMMENDED PREPARATION: Write well-formed sentences and organized paragraphs using proper grammar and correct spelling. Have computing skills including file management, uploading/ downloading files and Internet search skills.

Activities Required at Scheduled Times Other than Class Times

Campus Tour of University of Hawai'i-West O'ahu **TBD**

Student Learning Outcomes

As a result of taking this course, students can expect to attain the following outcomes:

1. Use the appropriate social media tools to create an online identity.
2. Create content that uniquely represents an entity's image.
3. Plan and implement a social media campaign and analyze its effectiveness.
4. Analyze the ethical roles and responsibilities of a content creator.

Required Materials

All students will need access to a smartphone and computer with internet access to complete the majority of assignments and projects for this course. *Laptops are available to borrow for the semester at the La'akea Library. See the front desk in the library for more information.*

Course Format

This course is offered in a 16-week time frame. The class schedule is subject to change.

Course Technology (Optional)

Laulima Learning Management System

- [Laulima \(Sakai\) Accessibility](#)
- Laulima will be unavailable daily from 3:00 am-4:00 am HST for server backup and maintenance.
- Laulima automatically logs you out *if it does not detect activity for two hours*. A warning message will appear, notifying you of the lack of activity. Activity is defined as clicking a button in Laulima, such as "Save Draft" or "Next" (in a test), clicking on a course tab, or taking an action that sends information to the server.

Regular Substantive Interaction

Online courses at Windward Community College follow these guidelines for ensuring quality instruction: [RSI Definition-WCC](#).

Other Technology

Review the privacy/security policies before using the technologies we will be using in this class. Contact me if you would like to discuss the use of alternate options or technologies.

- [Google Sheets](#) is used to create assignment and reference worksheets ([accessibility statement](#), [privacy policy](#))
- [Google Docs](#) is used to create the Course Design Document and rubrics ([accessibility statement](#), [privacy policy](#))
- [H5P](#) is used for creating review activities ([accessibility](#), [privacy policy](#))
- [Kahoot!](#) is used for review activities ([accessibility statement](#), [privacy policy](#))
- [Quizlet](#) is used for interaction (accessibility statement not provided, [privacy policy](#))
- [YouTube](#) is used for delivering some of the course content ([accessibility statement](#), [privacy policy](#))
needs parental/guardian consent if under 18

Participation Verification

Campuses are required by federal regulations to verify the participation of students in their classes. In accordance with Executive Policy 7.209, all students in the University of Hawai'i system are required to establish "participation" to ensure that they are not dropped from their class(es). Students who fail to participate by the late registration period for a class will be administratively dropped from that class. Students may also be dropped from dependent prerequisite and/or corequisite classes if both courses do not establish participation.

Attendance & Grading Policy

Students are permitted up to **two absences** without any penalty. **For each absence beyond the second, five points** will be deducted from your grade. **Arriving to class after attendance has been taken** will result in being marked **tardy**; accumulating **three tardies** will equate to **one absence**.

You are expected to arrive on time and remain for the entire duration of each class session. If you need to leave early, please make arrangements with the instructor before the start of class.

Assessment Tasks and Grading

The letter grade for this course will be given as follows: 1000 points total.

- A 900 - 1000 points
- B 800 - 899 points
- C 700 - 799 points
- D 600 - 699 points
- F Below 600 points

Breakdown:

Attendance & Participation (25%): 250 points Quizzes (15%): 150 points

Assignments & Tests (25%): 250 points

Projects (20%): 200 points

Final Project (Final Exam) (15%): 150 points Total: 1000 points

Late assignments are not accepted for grades unless there are extenuating circumstances. Contact me if something comes up.

Weekly Schedule Breakdown

Week	Date	Topic	Due Dates
1-2	8/27-9/05	<p>WELCOME TO ICS 119</p> <p>Course Syllabus Overview</p> <p>Setup class accounts for IG & YouTube</p> <p>Introduction to Social Media</p> <ul style="list-style-type: none"> • Overview of social media: history, evolution, and impact on society. • Introduction to the major social media platforms: Facebook, Twitter, Instagram, TikTok, YouTube. • Discussion: personal experiences with social media. • Group Assignment: Research a social media platform and present your findings using Google Slides. 	
3	9/10 - 9/12	<p>Digital Literacy:</p> <ul style="list-style-type: none"> • Identifying Fake News • Understanding the rise and impact of fake news. • Identifying fake news and evaluating credibility. • Assignment: Find and analyze examples of fake news on social media. 	
4	9/17 - 9/19	<p>Online Privacy</p>	

Week	Date	Topic	Due Dates
		<p>Online Privacy: Privacy settings, personal data, risks.</p> <p>Class Activity: Digital Footprint Analysis.</p> <p>Assignment: Instagram post about online privacy.</p>	
5	9/24 - 9/26	<p>Responsible Social Media Use I</p> <p>Etiquette and Cyberbullying</p> <p>Responsible Use: Etiquette, cyberbullying, digital footprints.</p> <p>Long-term Consequences: Understanding online behavior effects.</p> <p>Assignment: Reflection paper on online behavior.</p>	
6	10/1 - 10/3	<p>Responsible Social Media Use II</p> <p>Content Creation and Sharing</p> <p>Content Creation: Copyright, fair use, citing sources.</p> <p>Assignment: Create digital content (e.g., blog post, video) and share on social media.</p>	
7	10/8 - 10/10	<p>Introduction to Branding and Visual Storytelling</p> <p>Understanding Visual Storytelling: Discuss composition, color, lighting, and how these elements contribute to a strong brand on Instagram.</p>	

Week	Date	Topic	Due Dates
		<p>Developing Your Unique Brand: Explore how to create a unique brand identity that aligns with personal or professional goals.</p> <p>Assignment: Begin creating your own Instagram profile with a unique brand, including choosing a username, profile picture, bio, and aesthetic theme.</p>	
8	10/15 - 10/17	<p>Applying Visual Storytelling and Branding</p> <p>Creating a Cohesive Visual Theme: Focus on maintaining a consistent visual theme across posts, using filters, color palettes, and layout strategies.</p> <p>Storytelling Through Posts: Develop a series of posts that align with your brand identity and tell a cohesive story.</p> <p>Practical Exercise: Work on creating and refining your series of posts. Engage in peer reviews for feedback.</p> <p>Assignment: Complete and submit the series of posts that tell a story or convey a theme, aligned with your brand identity.</p>	

Week	Date	Topic	Due Dates
9	10/22 - 10/24	<p>Developing a Content Strategy</p> <p>The art of engagement: Building an audience and fostering interaction.</p> <p>Group Assignment: Develop and implement an audience engagement strategy and present findings.</p>	
10	10/28 - 10/31	<p>Hashtags, Captions, and Growth Strategies</p> <p>The power of hashtags and captions: Tips and best practices.</p> <p>Developing and implementing a growth strategy on Instagram.</p> <p>Class Activity: "Hash It Out!"</p>	
11	<p>11/5 NO CLASS ELECTION DAY HOLIDAY GO VOTE -11/7 COME TO CLASS</p>	<p>Final Project Introduction</p> <p>Discuss the final project and expectations.</p> <p>Begin planning and outlining the video podcast episode.</p>	
12	11/12 - 11/14	<p>Production Workshops</p> <p>Guided work sessions for scripting, recording, and editing.</p> <p>Individual/group consultations for project refinement.</p>	

Week	Date	Topic	Due Dates
13	11/26 11/28 NO CLASS Thanksgiving HoLiday	Work on Final Project	
14	12/3 - 12/5	Finalize and submit the video podcast episode.	
15	12/10 - 12/12	Peer review and feedback sessions.	
FINALS	12/17 - 12/19	Finals Week Exam Schedule	
Extra NOTES SECTION			
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***Bold text denotes a Holiday**

Academic Integrity

Work submitted by a student **MUST BE THE STUDENT'S OWN WORK.**

In this course, students must be the primary and majority authors of text, code, analysis, images, graphics, and all course work products and assignments. The work of others should be explicitly marked, such as through use of quotes or summarizing with reference to the original author. This also extends to using artificial intelligence applications such as ChatGPT, Google BARD, Jasper.ai—misrepresenting AI-generated work as your own is considered a violation of academic integrity. Just don't plagiarize—PERIOD!

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.

[Windward CC Student Conduct Information](#)

[UH System Student Conduct Policy EO 7.208](#)

Student Responsibilities

- **Class Attendance:** Notify the instructor ahead of time if you know you'll be missing a class.
- **Missed Classes:** If you miss a class, it is your responsibility to catch up on any material or assignments covered. Follow up with the instructor or a classmate to ensure you stay on track. (See [Attendance & Grading Policy on page 4](#))
- **Seeking Clarification:** If you encounter any confusion or have questions, don't hesitate to reach out to the instructor.
- **Class Cancellations:** Check the Student Notifications page on the website regularly for updates on canceled classes.

How to Seek Academic or Technical Support

Academic Support

- [Windward Community College Library](#)
- [Library eResources](#)
- [Ka Piko Writing Lab](#)
- [Ka Piko Speech Lab](#)
- [Ka Piko Math Lab](#)
- [Evening and Online Learning at Windward Community College](#)
- [STAR Balance](#)

Technical Support

- [UH ITS Help Desk](#) - email help@hawaii.edu or call 956-8883 (or 1-800-558-2669) for Laulima and most technology support. Available 24 hours a day, 7 days a week, including holidays.

- Student Tech Support - email winhelp@hawaii.edu, call 808-235-7437, or stop by in person at Hale La'akea 228. Available Monday-Friday from 8:00 am-4:00 pm.
- Laulima - Click on the [Request Assistance](#) link at the bottom of any Laulima Page to fill out and submit a question and get your answer via email.
- [Information Security for Students](#)

College Policies & Support Services

Disabilities Accommodations Statement

The Windward Community College's Disability Student Services Office (WCC-DSSO) is committed to providing equal access to qualified students with disabilities.

If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to participate fully in this class, you are encouraged to contact the Disability Specialist Counselor, Roy Inouye, to discuss reasonable accommodations that will help you succeed in this class. The Disabilities Counselor can be reached at 808-235-7448, wccdsso@hawaii.edu, or stop by the office (Hale Kako'o 105) for more information.

Basic Needs

Basic needs include food and housing, childcare, mental health, financial resources, and transportation. Student basic needs security is critical for ensuring strong academic performance, persistence and graduation, and overall student well-being. If you or someone you know is experiencing basic needs insecurity, please see the [UH System Basic Needs website](#).

Mental Health Counseling

Mental Health and Wellness at Windward Community College counseling services and activities on campus to support students' life goals as well as their academic goals. Information about services can be found at the [WCC Mental Health & Wellness website](#).

UH Alerts

The UH Alert emergency notification system alerts the university community in the event of a natural, health or civil emergency. The information you provide will only be used in the event of an emergency

that impacts the health and safety of the UH community or the closure of whole campuses. It will not be shared with others or used for routine UH communications or announcements. To sign up, visit [UH Alerts website](#) for more information.

Financial Aid

If you are receiving financial aid and are contemplating not completing the course, BEFORE you withdraw, it is highly recommended that you contact the Financial Aid Office at 808-934-2712 or email them at wccfao@hawaii.edu to discuss the impact this decision may have on your financial aid eligibility.

Student Conduct Code

Windward Community College follows the University of Hawai'i Code of Student Conduct which defines expected conduct for students and specifies those acts subject to University sanctions. Students should familiarize themselves with the Code of Student Conduct since, upon enrollment at Windward Community College, the student has placed herself/himself under the policies and regulations of the University and its duly constituted bodies. The disciplinary authority is exercised through the Office of the Vice Chancellor for Student Affairs. Copies of the Student Conduct Code are available at the Office of the Vice Chancellor for Student Affairs or [online](#).

Title IX – Sex Discrimination And Gender-Based Violence Resources

Windward Community College is committed to providing a learning, working, and living environment that promotes personal integrity, civility, and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking.

If you or someone you know is experiencing any of these, WCC has staff and resources to support and assist you. To report an incident of sex discrimination or gender-based violence, as well as receive information and support, please contact one of the following:

Leslie Cabingabang, UH System Confidential Advocate
Phone/Text: (808) 348-0432 or (808) 341-4952
Email: advocate@hawaii.edu

Office: Hale Kāko‘o 107 (Wednesdays)

Mykie E. Menor Ozoa-Aglugub, J.D., Title IX Coordinator

Phone: (808) 235-7468

Email: mozoa@hawaii.edu

Office: Hale Kāko‘o 109

Desrae Kahale, Mental Health Counselor & Confidential Resource

Phone: (808) 235-7393

Email: dkahale3@hawaii.edu

Office: Hale Kāko‘o 101

Karen Cho, Deputy Title IX Coordinator

Phone: (808) 235-7404

Email: kcho@hawaii.edu

Office: Hale ‘Alaka‘i 120

As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator. Although the Title IX Coordinator and I cannot guarantee confidentiality, you will still have options about how your case will be handled. My goal is to make sure you are aware of the range of options available to you and have access to the resources and support you need.

For more information regarding sex discrimination and gender-based violence, the University’s Title IX resources, and the University’s Policy, Interim EP 1.204, go to <https://www.hawaii.edu/titleix/>

Windward CC does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran.

PARENT/LEGAL GUARDIAN - CONSENT, WAIVER, RELEASE AND INDEMNITY AGREEMENT

To be completed by Covered Program:

ICS 119 - Intro to Social Media Course requires access to
(Name, dates and description of Covered Program)

Youtube for course projects. Minors need parental consent
to activate Youtube through google@UH

To be completed by parent/legal guardian:

I understand that the Covered Program described above is an optional and voluntary program being offered to my child, _____ . In consideration for my child's participation in the Covered Program, I agree to the following on behalf of myself, my child, and our heirs, executors, administrators, and personal representatives:

1. Representation of health. I understand the nature of the Covered Program and I represent that my child is in good physical, mental, and emotional health and able to participate in the Covered Program. I further agree to and represent that in connection with my child's participation in the Covered Program: (a) my child will be covered by a private medical and liability insurance policy, (b) my child is not employed by the University of Hawai'i (or my child is employed by the University of Hawai'i but not participating in connection with my child's employment), and (c) the University of Hawai'i will not be responsible for or required to indemnify or defend my child or me with respect to any illness, personal or bodily injury, death, economic and property damage, severe emotional loss, and any other loss, damage, or injury (collectively the "Injuries/Damages") that I or my child may sustain or suffer in connection with my child's participation in the Covered Program.

2. Assumption of risk. I understand and acknowledge the dangers and risks involved in my child's participation in the Covered Program including the Injuries/Damages. These Injuries/Damages may be caused by the actions or inactions of my child or others participating in the Covered Program, and/or the conditions where the Covered Program occurs. I acknowledge that there may be other Injuries/Damages not known to me or not readily foreseeable at this time. I hereby fully accept and assume all risks of the Injuries/Damages resulting from my child's participation in the Covered Program. I have read and understood all written materials setting forth the requirements for my child's participation and I have instructed my child to observe, follow, and comply with all verbal and written instructions.

3. Waiver and release. I hereby waive, release, and discharge any and all claims, demands, actions, rights, and causes of action for any and all Injuries/Damages, known or unknown, related to, arising from, or traceable either directly or indirectly to my child's participation in the Covered Program (collectively the "Released Claims").

4. Indemnify, defend, and hold harmless. I accept full responsibility for my child's participation in the Covered Program and I agree to indemnify, defend, and hold harmless the University of Hawai'i, and its past, present and future Board of Regents, officers, employees, agents, and assigns from any and all Released Claims and any and all demands, actions, judgments, injunctions, orders, directives, penalties, assessments, liens, liabilities, losses, damages, costs, and expenses (including attorneys' fees), arising or resulting from or caused by any acts or omissions by my child or myself (or by any person for whom I am responsible) during, involving, or related to my child's participation in the Covered Program.

5. Photo, Video and Sound Recording Release and Consent. I authorize the University of Hawai'i and its officers, agents, employees, successors, licensees, and assigns to take and use photographs, video, and sound recordings of and/or live stream my child's participation in the Covered Program, and to use my child's name, image, likeness, appearance, and voice (collectively the "Recordings"): (a) for any legitimate purpose, including any educational, institutional, scientific, fundraising or informational purposes whatsoever, (b) in perpetuity, (c) on a worldwide basis, (d) without compensation to my child or me, (e) in any manner or media, including use on social media sites and web pages accessible to the general public, and (f) alone or in combination with other Recordings. All right, title, and interest in the Recordings belong solely to the University of Hawai'i. I understand the Covered Program may attract media coverage or be recorded, in whole or in part, for rebroadcast or retransmission, and I consent to my child's inclusion in such media coverage, which may appear in print media, live or replay telecast or broadcast, podcast, and/or through social media and internet postings.

I have read this Parent/Legal Guardian Consent, Waiver, Release, and Indemnity ("Agreement") and I understand that my child and I are giving up substantial rights, including the right to sue. I acknowledge that my child is participating in the Covered Program freely and voluntarily. I agree that: (a) the laws of the State of Hawai'i shall apply to this Agreement and (b) if any portion of the Agreement is deemed or held invalid, the remainder of the Agreement shall continue in full force and effect.

Signature of Minor Participant Print Name Date

Signature of Parent/Legal Guardian Print Name Date

Signature of Parent/Legal Guardian Print Name Date

(Co-signature of parent/legal guardian is required if Participant is under 18 years of age)
(If parents are divorced, both parents must sign this Agreement.)
(If signed by more than one Parent/Legal Guardian, all Parents/Legal Guardians will be covered by the terms "me", "myself," and "I")