

Sports and Social Media
ADV 378s-11 (06140),PR 378s-11(06565)
Fall 2018

Class Meets: MW 3-4:30 p.m.

Instructor Steve Wille

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Course Description

University Catalog Course Description:

What will I learn?

Main skills and attitudes to be developed:

- Students will understand the nature and importance of the huge shift in communication that has occurred with the advent social media, enabling two-way communication, shifting media power toward individuals, enabling instantaneous dissemination, feedback, criticism.
- Students will be able to strategize a mix of topics, media, posting times, platforms, and other variable to optimize the contribution social media can make and the response it gets from audiences

Learning Outcomes

1. Students will be able to strategize a mix of topics, media, posting times, platforms, and other variable to optimize the contribution social media can make and the response it gets from audiences
2. Differentiate between the strengths and limitations of social media platforms
3. Students will understand the concept of engagement and be able to select from a variety possible factors that drive engagement and devise posts to optimize social media posts for given goals.
4. Students will get experience working as a social media team, working with each other to post compelling content in an environment of irregular timing and unpredictable opportunities.

5. Students will be able to use basic social planning techniques including “tent-pole” planning, evergreen content, developing and using a content calendar, assessing engagement results to drive future action.
6. Students will be able to use a basic set of visual design and production tools to create posts that follow best practices to tell the organization's story, increase avidity and drive engagement.

How will I learn?

A combination of readings, discussions, lectures, assignments, projects and industry guests will be used to combine theory and skill development in the social media space.

Pre-requisites for the course: Upper-division standing and a University grade point average of at least 2.25.

How to succeed in this course:

Bring your passion for sports storytelling and curiosity about how we judge what is the best content to post. Keep up with the readings, speak up in class and embrace the need to cultivate your inner graphic designer.

Course Requirements

Required Materials: Most readings will be provided by the instructor in Canvas or be available within the Hootsuite Academy Courseware

Required Publication:

The “Why” of Sports Design by Steve Wilson

Available inexpensively for Kindle and through Amazon

ISBN-13 9781987402476

Sign up to Hootsuite Academy (no charge)

Instructions will be provided in the first two weeks of class.

Required Devices

Laptop and smartphone

Classroom expectations

Class attendance

Attendance is required for all class meetings and contributes a potential of 4 points to your final grade. In class assignments will get a score of zero in the case of unexcused absences. For each unexcused absence after the second instance, a student will lose one of the available 4 attendance points. An excused absence is defined as a documented illness, documented University-related absence (sports team travel) and religious holidays (prior notification required). Excused absence for illness requires health provider documentation. Attendance will be taken using Arkaive, an phone app. Instructions will be posted on Canvas

Class participation Class participation is essential and ranks at the top of factors students use to define a valuable course. Class participation forms part of your grade in this class. Credit for the 6 participation points available will be based upon the student turning in 3x5 index cards (which students should always carry a supply of) with their name, EID the topic they contributed to and a description of the contribution. Two points will be awarded for each appropriately completed and accepted card.

Behavior expectations Be polite and civil, of course. Don't' distract. Excessive non-class conversations or device use will be dealt with.

Assignments

Class Prep Assignments will focus on readings with a quiz or discussion questions.

They may also deal with creating certain kinds of posts or using particular tools.

The Two Projects will focus on 1) Auditing a sports team social media account 2) Working within a social media team to strategize and create posts to meet given objectives.

Hootsuite Academy

We have been able to gain access to **Hootsuite Academy** courseware. Normally for a cost of \$99, you can take their course and upon completion (a 75% passing grade on their test, you earn a Certification that is recognized in the industry and has been a solid job credential. We have managed to get it for free. To receive the 10 points of credit I am awarding. The Certification test must be passed by November 26. A number of our regular class readings are assigned from their course content.

Grading for this Course

The following table represents how you will demonstrate your learning and how we will assess the degree to which you have done so.

Graded Elements	Points possible	Percent of Total Grade
1. Two Projects	15 each	30
2. Ten class prep assignments	2 each	20
3. Two exams	15 Each	30
4. Attendance	4	4
5. Participation	6	6
6. Hootsuite Completion	10	10
		100

Course Outline

All instructions, assignments, readings, rubrics and essential information will be on the Canvas website at <https://utexas.instructure.com>. Check this site regularly and use it to ask questions about the course schedule.

Changes to the schedule may be made at my discretion and if circumstances require. It is your responsibility to note these changes when announced (although I will do my best to ensure that you receive the changes with as much advanced notice as possible).

Week	Date	Day	Class Topic	Out of class activities	Assignments due
1	29 AUG	w	Syllabus Review	Fan Avidity Readings	
2	5 SEPT	w	Fan Avidity - Introduction to Hootsuite Academy	Hootsuite Sign up	Complete Fan Avidity Readings, Complete Bio
3	17	m	The Social Media Audit	Project 1 Assigned	Complete Hootsuite sign up

	19	w	New models of communication	Project 1 work	
4	24	m	New models of communication	Project 1 Work, Engagement Reading	
	26	w	Engagement Theory and Relationship marketing	Project 1 work	Engagement Theory Reading
5	1 OCT	m	Who uses social media generally and for sports	Hootsuite Platform Readings	
	3 OCT	w	Platform profiles		Complete Platform Profile Reading on Hootsuite
6	8	m	Platform Profiles	Wrap up project 1	
	10	w	Platform Profiles	Project 1 Due	
7	15	m	Exam Prep	Study for Exam	Review PowerPoints and Review outline to identify areas of need
	17	w	Exam 1		
8	22	m	Intro to Project 2 Team Work Session	Project 2 Assigned, Content Planning Reading	
	24	w	Content planning for Team Marketing	Project 2 Initial Plan	Content Planning Reading in Hootsuite
9	29	m	What drives engagement in Sports Social?	Engagement Readings	Project 2 Initial Plan due
	31	w	Blogging	Storytelling Reading	Complete Engagement readings
10	5 NOV	m	Achieving a story telling mindset	Graphic Design reading	Complete Storytelling Reading
	7	w	The least you need to know about graphic design	Graphic Design reading	Complete graphic design reading 1
11	12	m	Social Posting Tools		Complete Graphic Design Reading 2 Assignment 1
	14	w	The least you need to know about social video		Complete video for social reading
12	19	m	Project 2 editorial sessions	Project 2 Due	
	21	w	Influencer marketing		Complete Hootsuite Section on Influencer Marketing
13	26	m	Project 2 editorial sessions	Hootsuite Certification Completion Due Date	
	28	w	Social Facebook Advertising		Complete Reading on Facebook Advertising

14	3 DEC	m	Other social advertising/ Native Advertising		
	5	w	Exam 2 Review		Review PowerPoints and Review Outline to identify areas of need
15	10	m	Exam 2		

Most readings will be provided by the instructor in Canvas or be available within the Hootsuite Academy Courseware

Policies

Classroom Policies

Grading Policies

Final grades are rounded up if decimal is .5 or higher, rounded down if the decimal is below .5

Grade	Cutoff
A	94%
A-	90%
B+	87%
B	84%
B-	80%
C+	77%
C	74%
C-	70%
D	65%
F	<65%

Late work

All late work runs the risk of most likely earning none of the available points for the assignment. Exceptions will only be made under extreme circumstances. If you turn work in late, do not expect to earn points on it.

Absences

Attendance is required for all class meetings and contributes a potential of 4 points to your final grade. In class assignments will get a score of zero in the case of unexcused absences. For each unexcused absence after the second instance, a student will lose one of the available 4 attendance points. An excused absence is defined as a documented illness, documented University-related absence (sports team travel) and religious holidays (prior notification required). Excused absence for illness requires health provider documentation.

Student Rights & Responsibilities

- You have a right to a learning environment that supports mental and physical wellness.
- You have a right to respect.
- You have a right to be assessed and graded fairly.
- You have a right to freedom of opinion and expression.
- You have a right to privacy and confidentiality.
- You have a right to meaningful and equal participation, to self-organize groups to improve your learning environment.
- You have a right to learn in an environment that is welcoming to all people. No student shall be isolated, excluded or diminished in any way.

With these rights come responsibilities:

- You are responsible for taking care of yourself, managing your time, and communicating with the teaching team and with others if things start to feel out of control or overwhelming.
- You are responsible for acting in a way that is worthy of respect and always respectful of others. • Your experience with this course is directly related to the quality of the energy that you bring to it, and your energy shapes the quality of your peers' experiences.
- You are responsible for creating an inclusive environment and for speaking up when someone is excluded.
- You are responsible for holding yourself accountable to these standards, holding each other to these standards, and holding the teaching team accountable as well.

University Policies

Academic Integrity

Each student in the course is expected to abide by the University of Texas Honor Code: *"As a student of The University of Texas at Austin, I shall abide by the core values of the University and uphold academic integrity."* **Plagiarism is taken very seriously at UT.** Therefore, if you use words or ideas that are not your own (or that you have used in previous class), you must cite your sources. Otherwise you will be guilty of plagiarism and subject to academic disciplinary action, including failure of the course. You are responsible for understanding UT's Academic Honesty and the University Honor Code which can be found at the following web address: http://deanofstudents.utexas.edu/sjs/acint_student.php

Q Drop Policy

If you want to drop a class after the 12th class day, you'll need to execute a Q drop before the Q-drop deadline, which typically occurs near the middle of the semester. Under Texas law, you are only allowed six Q drops while you are in college at any public Texas institution. For more information, see: <http://www.utexas.edu/ugs/csacc/academic/adddrop/qdrop>

University Resources for Students

Your success in this class is important to me. We will all need accommodations because we all learn differently. If there are aspects of this course that prevent you from learning or exclude you, please let me know as soon as possible. Together we'll develop strategies to meet both your needs and the requirements of the course. There are also a range of resources on campus:

Services for Students with Disabilities

This class respects and welcomes students of all backgrounds, identities, and abilities. If there are circumstances that make our learning environment and activities difficult, if you have medical information that you need to share with me, or if you need specific arrangements in case the building needs to be evacuated, please let me know. I am committed to creating an effective learning environment for all students, but I can only do so if you discuss your needs with me as early as possible. I promise to maintain the confidentiality of these discussions. If appropriate, also contact Services for Students with Disabilities, 512-471-6259 (voice) or 1-866-329- 3986 (video phone). <http://ddce.utexas.edu/disability/about/>

Counseling and Mental Health Center

Do your best to maintain a healthy lifestyle this semester by eating well, exercising, avoiding drugs and alcohol, getting enough sleep and taking some time to relax. This will help you achieve your goals and cope with stress.

All of us benefit from support during times of struggle. You are not alone. There are many helpful resources available on campus and an important part of the college experience is learning how to ask for help. Asking for support sooner rather than later is often helpful.

If you or anyone you know experiences any academic stress, difficult life events, or feelings like anxiety or depression, we strongly encourage you to seek support. <http://www.cmhc.utexas.edu/individualcounseling.html>

The Sanger Learning Center

Did you know that more than one-third of UT undergraduate students use the Sanger Learning Center each year to improve their academic performance? All students are welcome to take advantage of Sanger Center's classes and workshops, private learning specialist appointments, peer academic coaching, and tutoring for more than 70 courses in 15 different subject areas. For more information, please visit <http://www.utexas.edu/ugs/slc> or call 512-471-3614 (JES A332).

Undergraduate Writing Center: <http://uwc.utexas.edu/>

Libraries: <http://www.lib.utexas.edu/>

ITS: <http://www.utexas.edu/its/>

Student Emergency Services: <http://deanofstudents.utexas.edu/emergency/>

Important Safety Information:

If you have concerns about the safety or behavior of fellow students, TAs or Professors, call BCAL (the Behavior Concerns Advice Line): 512-232-5050. Your call can be anonymous. If something doesn't feel right – it probably isn't. Trust your instincts and share your concerns.

Title IX Reporting

Title IX is a federal law that protects against sex and gender-based discrimination, sexual harassment, sexual assault, sexual misconduct, dating/domestic violence and stalking at federally funded educational institutions. UT Austin is committed to fostering a learning and working environment free from discrimination in all its forms. When sexual misconduct occurs in our community, the university can:

1. Intervene to prevent harmful behavior from continuing or escalating.
2. Provide support and remedies to students and employees who have experienced harm or have become involved in a Title IX investigation.
3. Investigate and discipline violations of the university's [relevant policies](#).

Faculty members and certain staff members are considered "Responsible Employees" or "Mandatory Reporters," which means that they are required to report violations of Title IX to the Title IX Coordinator. **I am a Responsible Employee and must report any Title IX related incidents** that are disclosed in writing, discussion, or one-on-one. Before talking with me, or with any faculty or staff member about a Title IX related incident, be sure to ask whether they are a responsible employee. If you want to speak with someone for support or remedies without making an official report to the university, email advocate@austin.utexas.edu For more information about reporting options and resources, visit titleix.utexas.edu or contact the Title IX Office at titleix@austin.utexas.edu.

The following recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/>

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.

- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors. Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Link to information regarding emergency evacuation routes and emergency procedures can be found at: www.utexas.edu/emergency