

Sports and Social Media
ADV 378s-11 (06570),PR 378s-11(07020)
Spring 2019

Class Meets: MW 12:30-2:00 pm

Instructor Steve Wille

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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 understand the unique and powerful fit that sports and social media exhibit, based on an appreciation of fan avidity and the emotional desire sports fans have to express themselves, be identified with and recognized by their chosen teams, athletes. brands and sports organizations.

Students will understand the best practices, techniques tools and philosophies being used by sports organizations to drive and measure fan engagement and content amplification.

Students will have realistic opportunities to emulate best practices through hands on exercises and projects.

Learning Outcomes

1. Students will be able to strategize a mix of topics, media, posting times, platforms, and other variables to optimize the response social media efforts attracts from audiences
2. Students will get experience working as a social media team, working with each other to perform a social media audit, and ultimately to post compelling content in an environment of irregular timing and unpredictable opportunities.
5. Students will able to use basic social planning techniques including “tent-pole” planning, evergreen content, developing and using a content calendar, and assessing engagement results to drive future action.

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

1) Required Publication:

The “Why” of Sports Design by Steve Wilson

Available inexpensively as Kindle Ebook and through Amazon

ISBN-13 9781987402476

2) Free Arkaive Class Attendance App and Paid Attendance Tracking Feature

3) 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, a 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

Approximately 10 Class Prep Assignments will be given

They will often deal with finding examples of, or creating certain kinds of posts or using particular posting tools. They may also consist of readings with a graded quiz or discussion questions. If a different number are given the available points will be divided by the number of assignments actually given

Two Fairly Complex Projects will focus on:

- 1) Auditing one or more sports team social media accounts and providing an analysis of their posting habits including generated metrics
- 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 there is a cost of \$99 We have managed to get it for free. To receive the 10 points of credit I am awarding, students need to complete the designated modules, including the short tests after each by the due date. A number of our regular class readings are assigned from the Hootsuite 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. 10 Class Prep Assignments	100	10
2. Project 1: Social Audit	200	20
3. Project 2: Social Media Team Posting	200	20
4. Attendance	40	4
5. Participation	60	6
6. Hootsuite Completion	100	10
7. Exam 1	150	15
8. Exam 2	150	15
Total	1000	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 by email, in class or as a Canvas Announcement

Sports And Social Media Spring 19 Schedule						
wk	day	mo		Topic	Out of Class Activity	Assignments Due
				Course Overview and Expectations		
0	w	Jan	23	Fan Avidity Lecture and Discussion	Reading # 1: Fan Avidity	Complete Discussion #1 by 5 pm Sunday Jan 27th
1	m		28	Fan Avidity		
	w		30		Treasure Hunt Avidity Posts	Complete Bio Assignment by 9 pm Wed Jan 30
				The Social Media Audit	Reading 2 The Social Media Audit	
2	m	Feb	4-Feb	Review Treasure Hunt, Project 1 Introduced		Treasure Hunt Avidity Posts due
	w		6		Develop Project 1 Initial Plan	Project 1 Initial Plan Due 5 pm Sunday Jan 10
				Project 1 Initial Plans Discussed		
3	m		11	Engagement for Social Media	Social Media Engagement Readings	Observation Week 1
	w		13			
				Engagement for Social Media		
4	m		18	Graphics for Sports Brands	Read Chapters 1-6 of Why of Sports Design	Observation Week 2
	w		20		Read Chapters 6-9 of Why of Sports Design	
				Graphics for Sports Brands		
5	m		25	Tools For Designing Social Posts	Finish Reading the Why of Sports Design	Observation Week 3
	w		27	Tools for Designing Social Posts		
6	m	Mar	4	Content Planning -		Project 1 Due
	w		6	Looking at gameweek as a campaign, Tentpole Planning		
7	m		11	Review		
	w		13	Exam 1		
	m		18	Spring Break		
	w		20	Spring Break		
8	m		25	Content Planning, Introduce Project 2		
	w		27	Discuss Team Initial Plans	Prepare Project Team Initial Plan	Project 2 Assigned
				Social Video, Instagram Stories		
9	m	April	1	Blogging	Read Article on Blogging Best Practices	Posting Week 1
	w		3			
				Project Check In		
10	m		8	TBD		Posting Week 2
	w		10			
				Project Check In		
11	m		15	TBD		Posting Week 3
	w		17			
				Influencer Strategies	Influencer Strategy Readings	
12	m		22	Social media Advertising		Project 2 Due Friday April 26 5 pm
	w		24			
				Social Media Advertising	Social Advertising Readings	Complete Hootuite Modules
13	m		29	Social Media Advertising		
	w	May	1	TBD		
14	m		6	Review	Make notes on what you want review to cover	
	w		8	Exam 2		

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. In class assignments will get a score of zero in the case of unexcused absences. 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. See attendance grading above.

Student 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