Blackboard Learn

Krupesh Chetanbhai Shah   18 ▼

🏠   **Announcements**

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Announcements

Main Course Announcement (Please Read Immediately)

Posted on: Monday, August 29, 2022 10:54:09 AM EDT

Posted by: Khaled Zayed
Posted to: DS-650-HYB-22FATR: Data Law, Ethics & Bus Intel

Dear Students,
Welcome to DS 650 Fall 2022 - HYB-22FATR: Data Law, Ethics & Bus Intelligence. This course is an in person hybrid course, our communications will be mainly through Blackboard and e-mail. We will use Blackboard to run the course. Everything we need — our calendar, bulletin board, e-mail, assignments, grades, etc., will be housed within this one system. Therefore, no outside e-mail address is necessary. One is provided for you in the course itself. All you need is to be able to access the Internet. Blackboard is very easy to operate.

To email me, please do the following: **Enter DS 650 – HYB-22FATR in the subject line and include your first and last name in the message.**

Blackboard has some very helpful tutorials you can use. Due to the nature of this course, all contact with me needs to be limited to electronic means. I do this to ensure equal access to me from all my students. Therefore, I ask that all my distance-learning students restrict contact to electronic means. If absolutely necessary, we can make arrangements for a telephone conversation, but we will exhaust our other options first. Please remember also that contact should take place within the Blackboard course shell unless something is wrong with the Blackboard site. After our course starts, you should not contact me through my e-mail address. If you cannot access through the course, you may use my e-mail address. Otherwise, e-mail me through the email application housed within our course. (This will make more sense once you have accessed the course.)

All this said, there are a few points to discuss below:

• Attendance is required

• In a traditionally structured course, you would be in class three hours a week. For every hour you spent in class, you would expect 2-3 hours outside of class to work for the class. (This is a widely accepted estimate.) Therefore, you would spend a minimum of at least 6-9 hours a week preparing for and attending a traditional face-to-face course.

• This course is not self-paced. You have deadlines that you must meet. And they are firm. I will not accept assignments that come in after the deadlines. You will have all of your deadlines from the very beginning of the term, and I expect you to pay attention to them and meet them.

• One of the wonderful things about distance learning is that the responsibility for learning shifts to the student. You will be responsible for reading the texts and using the information you gather to fulfill the assignments and main

project. I will be here to answer questions and to provide clarification or examples when they are needed.

• We will be using one textbook for the class. If you have problems getting this book, please let me know immediately:

Social Media Communication: Concepts, Practices, Data, Law and Ethics, second edition (2018)

• There will also be some articles posted on Blackboard that you will be required to read

• The URL/web address for the course is: (https://saintpeters.blackboard.com/) Type this in the address line while you are on-line and it will take you to the Blackboard homepage.

• I will not get a roster for the course until closer to the time for classes to start; therefore, you will not be able to access the course until on or couple days before the start date fof the class. After this date, you may log on to the course and get started with things.

• There will be a 24-hour grace period for each of these assignments, but with a 50% reduction in final grade if you turn in the assignment any time after the original due date. If an assignment is more than 24 hours late, the submitted material is not acceptable and a grade of zero will be given.

• Don't hesitate to e-mail me if you have problems getting into the course. I look forward to working with you. Have a safe and restful holiday.

• Each of the 5 assignments require a minimum of 3 sources and references listed at the bottom of each assignment. For each missing source – reference a 10% deduction of grade will be applied to that assignment. For example, if you listed only 2 sources a 10% will be deducted from that assignment. Also each assignment will be graded based on quality and the length requirement for that assignment.

Sincerely,

Professor Zayed, PhD

kzayed@saintpeters.edu

https://professorzayed.net/

My YouTube Channel:

https://www.youtube.com/channel/UC_UgRVpes65LC8wcJCkG5rg?view_as=subscriber

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Final Project announcement - Due in week 10

Posted on: Thursday, September 8, 2022 7:48:59 PM EDT

Posted by: Khaled Zayed
Posted to: DS-650-HYB-22FATR: Data Law, Ethics & Bus Intel

University Social Media Policy

A corporate social media policy guides employees with proper communication content and style when using social media platforms to engage with a general public. Social media policies typically fall within two categories. First is the corporate social media policy,

which oversees all communication through official company accounts. Second is the employee social media policy, which guides employees to act as proper advocates for the company when using personal media accounts.

There are three main benefits to the development of a social media policy, which includes:

1) protection of the corporate reputation,
2) defense against legal or security risks, and
3) consistent messaging standards across all channels and representatives.

For this assignment, you will propose a corporate social media policy for your university. The policy will include guideline for all official university social media accounts. This policy will apply to all accounts including the main university, colleges, departments and programs (such as athletics).

Social Media Policy Assignment Guidelines

Comparative Analysis (3-4 pages)

You will analyze the social media policies for the following universities:

California State University, East Bay
/universitycommunications/social-media-guidelines.html
 http://www.csueastbay.edu/universitycommunications/social-media-guidelines.html

Drexel University
http://drexel.edu/ucomm/about/policies/social-media/

Kent State University
https://www.kent.edu/ucm/social/guide-social-media

Purdue University

http://www.purdue.edu/policies/information-technology/viic2.html

University of Houston
http://www.uh.edu/policies/social-media/

Identify and describe common policies and practices for the following areas:

1. What are the common legal standards that must be followed in university social media communication?
a. Employee/Student privacy
b. Crediting sources of content
c. Disclaimers
d. Intellectual property
e. Photo/Video release
2. What are the brand standards for university social media communication?
a. Logos
b. Taglines
c. Hashtags
3. What are the communication standards for university social media communication?
a. What topics are permitted?
b. What topics should be avoided?
c. What is the role of transparency in university communication?
d. What role does social media listening play?
e. How frequently should social media communication occur?

University Social Media Policy Analysis (1-2 pages),

Now that you have a common set of best practices that have been identified from your comparative analysis, you will analyze the strengths and weakness of your university's social media policy. You should address three key categories including: 1) Legal Standards, 2) Brand Standards, and 3) Communication Standards.

In your university social media policy analysis, you should identify unique policies that address specific issues within each category (legal, brand, and communication standards),

and justify how your university's policy aligns with the best practices from your comparative analysis. If your current university's policy does not address those best practices, make recommendations for how the policy should be revised. Use findings from your comparative analysis to make a strong case for your proposed policy.