

DM57 Section 1 “Social Media and Self-Promotion,” Digital Media Department, VAPA

Fall 2018 • 1.5 Units • Room LRC1097 • Mondays, 11am–2:30pm • Julia Machotka, Instructor • Email: Jumachot@Cabrillo.Edu • CTC Office Hours Mondays, 2:45pm-3:45pm

Student Learning Outcome

Students will: Use social media professionally and strategically for self-promotion.

Course Description

DM57: Introduces students to various forms of social media tools and technology and how to use these tools strategically for self-promotion and marketing. Students will learn about leading social media platforms and tools, who uses them, and how they have transformed the way we interconnect and interact with the world, both personally and professionally. Students will be expected to apply their knowledge by participating on different social media platforms through interactive class projects.

Canvas Classroom

<http://cabrillo.instructure.com>

Weekly Labs and Homework

2:15 hours of Online Lab is required per week for reading assignments, online quizzes and discussions. You are given access to Canvas, Cabrillo's online lab, when you register for this class. Online Lab hours are flexible and can be completed on campus or from any computer with Internet access. Roughly 6 hours are required for weekly completion of homework projects. You may work in the CTC or on your own computer. You are assigned an account with the CTC when you register for this class.

Suggested Reading

The Art of Social Media, Kawasaki and Fitzpatrick;
500 Social Media Marketing Tips, Andrew Macarthy

Other Reading

Weekly reading will be provided in Canvas as well as assigned from various online sources throughout the semester. URLs will be provided separately. Reading completion and comprehension will be measured through quizzes and discussions in Canvas. If you are absolutely 100% new to social media, please read, *The Rough Guide to Social Media for Beginners*, Sean Mahoney, for an introduction to Facebook and Twitter.

Supplies and Additional Costs

Consider a USB or external drive to back up your work. Final project presentations require roughly \$6–7 in printing costs. If you're interested in paying for promotional costs for advertising with Facebook, or elsewhere, you will determine a budget and will need to set up a credit card-enabled account on the platform. This is *optional*, not required.

Software Applications

We will use **Microsoft Word** and **Adobe CC18** apps (namely Photoshop and Illustrator, based on your preference), plus several Google apps, Excel, Animate and AfterEffects if you know and want to use them. Campus computers currently run Adobe CC18. If you work at home with other versions of this software—including CS6—you may have trouble opening and saving files and moving files and fonts back and forth from home to the lab or classroom. While DM1 is a recommended pre-requisite, if you have no Adobe Photoshop background, alternatives will be discussed. Please see me immediately to discuss.

Online Applications

We will be actively using public web sites like: **Facebook, Twitter, Instagram, LinkedIn, YouTube, Vimeo, Behance, Medium, Hootsuite, Crowdfire** (and others as needed). If you have questions on the policies of these web sites, please refer to their posted privacy policies and terms and conditions. I'll always introduce each online app with some basic privacy tips to follow, but any details should be investigated by what is offered in the documentation on the individual web sites.

Worth Noting

e2Campus (formerly Alert U): provides emergency notification via your cell phone. To sign up for e2Campus, text the word *cabrillo* to 79516; respond with *Y*, and you're registered. If previously signed up for e2Campus/Alert U, you're all set.
Just Report It! (new reporting system): Find the new campus reporting system by clicking the "Just Report It!" icon at the bottom of every Cabrillo.edu web page. You can report unlawful harassment, discrimination, or retaliation; sexual misconduct (Title IX); disruptive

behavior; academic dishonesty; a student of concern; academic early alert and student grievances. We all play a role in keeping campus safe.

Disruptive Behavior

Devices: By default, turn off all mobile devices during class. We have a short term together and there is quite a lot to cover. No web-surfing, no online chat, no emailing in class. Take heart! This is a class that actually takes out some time to turn to both your mobile device with purposeful web-surfing and social media posting. However, while we're in the middle of lecture or collaborative discussion time, please refrain from device time.

Food: Only eat during our break times. Drink beverages only if the container has a tight-fitting lid. Be careful with all classroom equipment. Please be considerate of classmates and their need to see, hear and understand what's being communicated.

Special Considerations

If you have special needs (academic, health or personal), please let me know, so I may accommodate.

Students needing accommodations should inform the instructor. As required by the Americans with Disabilities Act (ADA), accommodations are provided to insure equal access for students with verified disabilities. To determine if you qualify or need assistance with an accommodation, please contact **Accessibility Support Center** (formerly DSPS), room 1073, 831-479-6379.

For assistance with specialized learning skills, contact: **Learning Skills Program** 831-479-6220, Room 1073 (HUB, behind the Library) <http://cabrillo.edu/academics/learningskills>

Evaluation

Attendance and Participation: This class requires active, regular participation, so it is important to attend each class, arrive on time and come prepared. Your participation not only enhances your own learning, it benefits other students in class.

DM57 Section 1 “Social Media and Self-Promotion,” Digital Media Department, VAPA

Fall 2018 • 1.5 Units • Room LRC1097 • Mondays, 11am–2:30pm • Julia Machotka, Instructor • Email: Jumachot@Cabrillo.Edu • CTC Office Hours Mondays, 2:45pm–3:45pm

Evaluation (continued)

Assignments and Deadlines: All homework projects are due the beginning of each class as indicated on the syllabus. You must turn in assignments on time in order to be graded. **Late work** will be accepted for up to one week after it’s due, but with a penalty (-1 pt). Final Projects must be completed by the deadline. No exceptions. **Extra-credit** opportunities are available only if weekly assignments are completed on-time and are up-to-date. **Canvas quizzes** are due each Monday at 11am and are automatically graded. No late work. **Canvas discussions** are also due each Monday at 11am. No late work. **In-class exercises** must be completed in class. No exceptions.

Pass/No Pass Option: P/NP option is yours until **November 14, 2018**. However, you must currently do so by entering the request in Etrieve, then informing me of the change, then I approve the change for it to become official. This is irreversible once done.

Incompletes: To qualify for an incomplete, you must have completed and turned in, on time, 75% of coursework at an equivalent of a “C” or better, have good attendance, and have instructor’s permission.

Deadline to Withdraw with refund is **October 26, 2018**. Deadline to Withdraw from the class with no refund: **November 26, 2018**.

Class Schedule

There may be changes and adjustments to this schedule throughout the course, as needed.

October 22, 2018

Overview of class and social media. Overview personal brand and your audience. Who is your ideal network? Critique of pages and posts of various social media profiles. Use imagination to design more attention-grabbing art. Establish vanity URLs on each platform. Consider privacy and public profiles.

In-class exercise	Homework due next week	Reading
1. Ad art	1. Profile pic, cover, bio	Canvas:
2. Your network	2. Handles and vanity URLs	module 1
3. Personal brand	3. Canvas: discussion 1 and quiz 1	

October 29, 2018

Explore Canva for quick art for posts. Create covers. Create Pinterest boards that reflect your brand. Create a 2-page brand guide that defines your unique brand. Dig into Facebook. Explore why some personal brands create business pages on Facebook. Explore ad metrics. The class will start a Facebook group. Learn about Facebook events.

In-class exercise	Homework due next week	Reading
1. Brand exercises	1. Personal brand guide	Canvas:
2. Pinterest boards	2. Profile photo and covers	module 2
	3. Canvas: discussion 2 and quiz 2	

November 5, 2018

Learn methods of generating content. Learn various methods of content curation. Explore Twitter and Instagram. Learn tools to help manage Twitter followers. Learn best practices on Instagram. Consider creating a library of art for reuse. Learn which aspects of posts you must do live, which can be scheduled even weeks ahead.

In-class exercise	Homework due next week	Reading
1. Tweets	1. Content exercise	Canvas:
2. Instagram	2. Canvas: discussion 3 and quiz 3	module 3
	on campus	

November 12, 2018

No class, Veterans Day holiday

November 19, 2018

Dive into blogging and vlogging. Best practices for writing blog content and storyboarding video. How to set up space and camera for vlogging. Learn timing, automation and metrics. Use tools to plan ahead. Learn which aspects of posts you must do live, which can be scheduled even weeks ahead.

In-class exercise	Homework due next week	Reading
1. Blog and Vlog	1. Schedule posts	Canvas:
2. Scheduling	2. Canvas: discussion 4 and quiz 4	module 4

November 26, 2018

Begin to develop LinkedIn as your most powerful professional presence on social media. Learn about other areas of social media in smaller or different platforms and explore other ideas of self-promotion.

November 26 (continued)

In-class exercise	Homework due next week	Reading
1. Other platforms	1. First draft of LinkedIn Plan	Canvas:
	2. Canvas: discussion 5 and quiz 5	module 5

December 3, 2018

Planning final projects and presentations: LinkedIn profile, blog or vlog to launch the component pieces and plan 10-minute presentation to class.

In-class exercise	Homework due next week	Reading
1. Posting/replying	1. Final presentations	Canvas:
	2. Canvas: discussion 6	module 6

December 10, 2018

Final presentations! You must be in class, in person, to participate. However, your presentation can be like a vlog: a video walk-through of your final project. In the final session, we’ll help kick-off future streamlined, manageable and enjoyable self-promotion!

Possible Points

Final grades calculated on percentage of total points: 90–100% = A; 80–90% = B; 70–80% = C; 60–70% = D; 59% and below = F. For P/NP, must be 70% or higher.

Assignment	Points
In-class assignments	42
Homework assignments	56
Canvas Quizzes	25
Canvas Discussions	30
Final Project	35

Total	188