2016 Social Media Special Topics. HRM : Home

Social Media Spring 2016
2016:1:37:533:323:90:

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General Information

Description: This course is designed for students with a strong interest in social media platforms, their pitfalls and how they may be used in aspects of Human Resources. Topics covered will include social networking and how the business world leverages them, virtual worlds and technologies, skills in designing and implementing social media for Human Resources. This course will also examine “social media” from a cultural perspective, with a focus on how media technologies figure in practices of everyday life, Human Resources and in the construction of social relationships and identities. We will work from an expansive definition of what constitutes “social media,” considering social network sites, smartphone apps, among other technologies. The course itself will involve communication in social media channels in addition to the traditional lecture format. The overall goal is to introduce you to the various forms of social media, and to encourage facility with these social media tools. Students should be able understand and utilize social media tools effectively across the human resources function to contribute to their organizations’ strategic advantage.

*You will be required to use the various Social Media Platforms for this course.

Students will gain practical experience while learning best practices around Social Media, developing insights you can carry into take into your professional career, learn how to use new social tools to augment job search and work effectiveness. Students are encouraged to discover the materials in their own way and at their own speed while getting feedback and guidance.

Expectations and Goals

This schedule represents a good faith effort to describe our strategic plan for the course. I may alter the order or content of topics, activities and assignments as necessary or appropriate—given the nature of social media, I expect changes to happen quite often. You are responsible for keeping track of what goes on in class as well as all readings and deadlines. Please do not ask me to email you content you may have missed. I’m happy to meet by appointment to discuss any of the material or assignments. Selected course material will be available via the various online resources used in this course.

- Understand the culture of professional social engagement and socially enabled organizations and professions.
- Learn digital literacy and social media etiquette and social media engagement with a variety of social media platforms and tools.
- Develop team building and collaborations skills through the professional use and integration of multiple social networks like Twitter, Facebook, LinkedIn, and Google+.
- Gain insight through hands-on technical experience with professional social sharing, listening,
monitoring, and analytics using digital tools.

- Evaluate HR social media strategy and integration from across multiple departments and industries.
- Fun Social Media Activities (Instagram, Vine and so on)

**Required Materials:**
There are two required texts for this course. A number of additional readings will be provided as the semester progresses. In order to keep up with class discussion and lectures, you will need to complete the assigned readings prior to coming to class.

- **Qualman, Erik.** (2013) *Socialnomics* EDITION: 2ND 13
- **Shirky, Clay.** (2010) *Cognitive Surplus: How Technology Makes Consumers into Collaborators*

Both are paperback and are about $13 each on Amazon.com or Rutgers bookstore.

Case studies, readings, videos, industry guest speakers, and other course content will be delivered using numerous Digital and Social Media platforms and tools. You will be accessing most of the course content with many Social Media and Digital platforms and tools and will be learning how to use them professionally. Social Media including, blogs, LinkedIn, Twitter, Google / G+, Facebook, Pinterest and others.

**Join Facebook Group:** [https://www.facebook.com/groups/HRMSTS2016](https://www.facebook.com/groups/HRMSTS2016)

**Skills:** Students will learn by doing. Students will gain hands on experience with new digital tools and social media platforms to understand and evaluate best practices and strategy being used by professionals.

**Expectations:** I think we all learn better in an open and informal classroom atmosphere. You are encouraged to share information and personal experiences, and ask questions in the Facebook Group. The most effective learning takes place during two way communication. Your classroom participation is encouraged inside and out of the classroom and your grade will reflect your contributions. Social Media participation is mandatory.

**GRADING**
First and foremost, anyone caught violating the Academic Integrity Policy (Under Announcements) policy will be subject to disciplinary action. This includes checking in for people on Poll Everywhere, sharing quiz answers, plagiarizing classwork etc.

You will need to keep up with the readings and participate in the Facebook group. On the Monday of that week you will have an assignment open under the assignment tab.

The assignments will be due on Sunday night at 11pm.

Late assignments will not be accepted, nor made up without my prior approval (i.e. excused sickness etc).

Please do NOT email me late work. I will NOT accept it. (Even if its 3 mins late)

**Elevator Pitch Assignment: 10 points (10% of your final grade)**

In this assignment, you will learn to give a very short, well-organized talk that “pitches” an innovative idea or provides enough information on a topic to pique the interest of an audience or move them to action. For our purposes, your elevator pitch is to sell yourself not an idea. Tell me your name, a little about yourself and what you hope to get out of the class. You can upload the video to YouTube and set it on private if you want and submit a link to me via Sakai.

You will create, develop, and present an elevator pitch. The term “elevator pitch” was coined to refer to a sales pitch that could be delivered during a 30-second elevator ride. Your elevator pitch will be a bit longer, but no more than 1 minute in length. The talk will need to be tightly organized, well rehearsed, and delivered without notes or visual aids.

**Process**
You have one deliverable for this assignment, your 1 minute video. The following steps will assist you in completing this assignment. Your presentation should include the following characteristics.

- An attention-getting opener and a graceful closing. NOTE: You will not have a graceful closing if you run over your time limit.
• An enthusiastic delivery. You must make a connection with the audience and hold their attention.
• A length of no more than 1 minute.

**Klout Score: 5 points (2.5 for the start of the semester and 2.5 at the end of the semester 5% of your final grade)**

Sign up for Klout (Klout.com) submit a screen capture of your Klout score to Sakai. I will ask you to do this a few times during the semester. Klout measures influence based on your ability to drive action on social networks, and how you drive more engaging and relevant professional content for everyone. It is one way that employers are evaluating your social media experience and potential. You will learn how to use social media like a pro and your influence score will improve on professional topics of interest throughout the semester. The idea is to understand how others engage with you online.

**Screen Capture with a Mac**

(To capture a portion of the desktop, press Command-Shift-4. A cross-hair cursor will appear and you can click and drag to select the area you wish to capture. When you release the mouse button, the screen shot will be automatically saved as a PNG file on your desktop.)

**Screen Capture with a PC:**

Press the Windows logo key + PrtScn.

**Screen Capture with iOS:**

1. Press and hold the menu button (the main button below the screen).
2. While the menu button is held down, press the power/lock button (the switch on the top edge of the device).

**Weekly Writing Assignments: 5 points each: 30% of your final grade**

Students learn by doing. The weekly assignment is related to the topic/reading for that week that require reflection to demonstrate conceptual understanding and insight. You will need to check the class site on Sakai every Thursday for assignments failure to turn in an assignment will result in a 0 for that assignment. **LATE WILL NOT BE ACCEPTED**, do not email me or the T.A. late assignments and do not wait until the last minute to submit your assignment. It is your responsibility to meet the deadlines. Instructions for the assignment will be provided when the assignment opens.

**Participation: 15%**

One of the objectives of this course is to promote professional use of Social Media. By using the course Facebook group (https://www.facebook.com/groups/HRMSTS2016/) you can post links or discussions that you may find interesting and promote the goals of the course and show that you understand how to drive an online discussion. This isn’t about just posting links, this is about a full participation (giving and taking) and engaging with your classmates.

This will also include Weekly Instagram assignments. (Includes Instagram assignments) For Instagram use appropriate hashtags and tag me in them @asheh and uploaded a screenshot (similar to the one below) to Sakai under the correct assignment tab. If you don’t do this you will not get credit.

**Microblog: 10%**

In order to understand Social Media you must be an active participant in it. You are required to start a new Tumblr Microblog account. You should update this account weekly, the topic doesn’t have to be related to this course but anything that you are interested in. If you enjoy running you can Microblog about running, running shoes and so on. You will need to make a minimum post twice a week during the semester starting. Here are some good ones to give you an idea http://www.buzzfeed.com/hnigatu/the-45-best-tumblrs-of-2013#401i51c. Remember this should be a fun assignment, make the best of it. Keep up with it. Do not try to make posts all at once. They posts are time stamped so I can tell if you tried to cram them in one day.

"Mid-Term" Assignment: 15%

You will need to research a subject (in Social Media and HR) we discuss in class or from one of the text books and present them as a video, if you feel strong about a topic we have not yet discussed and are interested in presenting on it contact me PRIOR to investing your time in it. This doesn't
have to be a huge undertaking, research a topic and present a short video as if you were to explain
it to someone. It can be instructional in nature or conversational.

"Final" Assignment: 15%

Instructions will be posted after final.

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<tr>
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<td>Klout Score</td>
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<td>Weekly Assignments</td>
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<td>Outside of Class Participation</td>
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<td>Microblog</td>
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Note: This syllabus is subject to change (dates and assignments) based on the needs of the class and
to enable the class to keep up with the latest technology.