I have left October, November and December open as I am still scheduling guest speakers.

Human Resources Management Special Topics: Social Media Fall 2014

Monday 3:20 PM - 4:40 PM Wednesday 3:20 PM - 4:40 PM

Livingston Campus Livingston Classroom Building -110

Instructor: Ashe Husein M.C.I.S, M.H.R.M.

Room 110, Janice Levin Building Office Hours: By appointment

Voice: 848-445-5976

E-mail: ashe@smlr.rutgers.edu

Twitter: @asheh Instagram: @RUashe

Teaching Assistant: Amanda Geraghty (amanda.geraghty1@gmail.com)

This course is for 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.

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.

Based on the nature of this class it will be broken into two segments and administrated as a Hybrid. There will be times where you will not have to come to the 2nd class during the week but will have to participate in a class exercise during class time this may include Weekly Assignments or/and Quizzes on Sakai. These days will be announced during the semester.

Expectations and Goals

This schedule represents a good faith effort to describe our strategic plan for the semester. 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)

Register for Poll Everywhere

http://www.polleverywhere.com/register?p=2cwgm-1dzs

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. (2010) Socialnomics
- Shirky, Clay. (2010) Cognitive Surplus: How Technology Makes Consumers into Collaborators
- Both are paperback and are about \$13 each on Amazon.com.

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 RSS feeds, blogs, LinkedIn, Twitter, Google / G+, Facebook, Pinterest and others.

• Facebook: https://www.facebook.com/groups/hrsocialmedai/

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.

Classroom 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 during lectures and discussions. 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.

In-Class: 15 points

Being present in class and contributing to class discussions face-to-face and online will result in a higher grade. Failure to participate in class activities and repeatedly arriving late or being absent will lower your participation grade. Digital and Social Media participation is mandatory. There will be in class quizzes on readings that are due on that day. I will be using Poll Everywhere for quizzes and attendance during the course of the class session. Please refrain from using your computers unless you are using them to take notes or your phones. I will be walking around during classes and will take note that you are not paying attention to the class.

Attendance at all class meetings is expected in order to assure an even flow of information and a minimum of disruption for both me and the other members of your class. An unexcused absence will lower your grade, plus participation points for assignments done in class. Special accommodation will not be made for you if you miss an assignment or a deadline. Late assignments will not be accepted, nor made up without my prior approval. In order to make sure you are keeping up with the assigned readings outside of the classroom from time to time there will be a quiz. This may be done in class as a Poll Everywhere link or online in Sakai or both.

Klout Score: 5 points (2.5 for the start of the semester and 2.5 at the end of the semester)

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).

Elevator Pitch Assignment: 10 points

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.

Weekly Assignments: 15 points

Students learn by doing. Learning does not take place twice a week during class but on a frequent and regular basis. The weekly assignment is related to the topic for that week that require class reflection outside of class 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 ASSIGMENTS WILL NOT BE ACEPTED, 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. You will have ONE full week to complete an assignment, there should be no logical reason for you not to turn in your work on time. Instructions for the assignment will be provided when the assignment opens.

Outside of Class Participation: 15 points

One of the objectives of this class is to promote professional use of Social Media. By using the Class Facebook group you can post links or discussions that you may find interesting and promote the goals of the class 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.

Microblog: 10 points

In order to understand Social Media you must be an active participant in it. You are required to start a new Tumblr Microblog account. The account name should have the class number (321) somewhere in it (i.e. JaneSmith321). You should update this account weekly, the topic doesn't have to be related to this class 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 ONCE a week during the semester starting the Week of 9/15. 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.

Mid-Term Video Presentations: 15 points

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. You may partner with FOUR other people (groups of five individuals is the MAXIMUM ALLOWED). In order to make sure everyone is doing their fair share of work in these groups I will request feedback from all members of the group. This will be your will due November 1 and will count as your midterm.

Final Presentations: 15 points:

You have been hired as an HR Specialist the company has asked you to draft a Social Media policy and create a training video for the company employees. Your task is to pick a subject we discussed in this class and present it as a training video. Student will work in the same groups of 5 individuals to create a multi-media video about a HR Social Media Policy OR how to use Social Media to make HR more engaging for employees and provide a successful ROI for the employer of a selected organization that I will assign to your group (non-profit, private, public or governmental). It should not be more than a 6-minute (no shorter than 5 min) video and 1-page executive summary submitted online by the last class. You can submit the video via link to Sakai. Some good ideas: http://youtu.be/et9nWEfEZcA

Extra Credit:

I will give two extra credit assignments one will be due the Monday December 1 (right after Thanksgiving Break) and the other will be due right before on the last day of classes. These assignments will require more work than the standard assignments. If you keep up with your work you will not have to worry about these.

Grade Determination: Your final grade will be based upon the following:

In-Class	15
Klout Score	5
Elevator Pitch Assignment	10
Weekly Assignments	15
Outside of Class Participation	15
Microblog	10
Mid-Term Video Presentations	15
Final Presentations	15
Total	100

The Assignments are calculated the following way:

Assignment1+A2+A3+A4+A5+A6+A7+A8=120 (120 is the max amount of points you can get for assignments)

120/120 = 1

1x15=15 (15 is the max points you can receive on an assignment)

10+15+15+15+15+15+15=110

110/120 = 0.916

 $0.916 \times 15 = 13.75 (13.75/15 \text{ points are added to the final grade})$

If you do Extra Credit assignment the points would fill in for missed points (it would be 10 in the example above).

Letter Grade	Numeric Grade	Arithmetic Equivalent	Definition
Α	90 – 100	4	Outstanding
B+	85-89	3.5	Almost there
В	80-84	3	Good
C+	75-79	2.5	Better
С	70-74	2	Satisfactory
D	60-69	1	Poor
F	< 59	0	Failing

Religious Holiday Policy

It is University policy (University Regulation on Attendance, Book 2, 2.47B, formerly 60.14f) to excuse without penalty students who are absent from class because of religious observance, and to allow the make-up of work missed because of such absence. Examinations and special required out-of-class activities shall ordinarily not be scheduled on those days when religiously observant students refrain from participating in secular activities. Absences for reasons of religious obligation shall not be counted for purposes of reporting. Students are advised to provide timely notification to instructors about necessary absences for religious observances and are responsible for making up the work or exams according to an agreed-upon schedule.

Schedule September

8	Introduction to the class, discuss syllabus and requirements Start Tumblr site register for Poll Everywhere	"Tweeting Spacecraft" (PDF); Henry Jenkins, "Multitasking and Continuous Partial Attention" Part 1 (Sakai)
10	Intro into the Power of Social Media	Chapter 1: Cognitive Surplus: Gin, Television, and Cognitive Surplus
15	Intro into the Power of Social Media	Chapter 2: Cognitive Surplus: Means
17	Pitfalls of a hyper connected society.	Chapter 3: Cognitive Surplus: Motive
22	Pitfalls of a hyper connected society.	Chapter 4: Cognitive Surplus: Opportunity
24	Understanding Social Media	Chapter 5:Cognitive Surplus: Culture
29	Understanding Social Media	Chapter 6: Cognitive Surplus: Personal, Communal, Public, Civic

October

1	Chapter 7: Cognitive Surplus: Looking for the Mouse
6	
8	
13	
15	

20	
22	
27	
29	

November

3		
5		
10		
17		
19		
24		
26	No Class	Happy Thanksgiving (Instagram your Thanksgiving dinner)

December

1	
3	
8	
10	