

HRM & SOCIAL MEDIA Rutgers University Fall 2024 37:533:355:91/92	Professor: Ashe Husein M.C.I. S, M.H.R.M. E-mail: asheh@rutgers.edu Office Hours: By appointment Tel: 732-904-0712
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Introduction:

Welcome! I'm Ashe, and I'm thrilled to be your instructor for this class. My journey has taken me across different countries, cultures, and professions, allowing me to blend my experiences as an IT professional, published photographer, content creator, and educator. I hold Master's degrees from Rutgers School of Communication and Information (SCI) and Rutgers School of Management and Labor Relations (SMLR). Currently, I have the honor of serving as the Acting Chairman of the New York chapter of the American Photographic Artists. I'm excited to share my knowledge and experiences with you and can't wait to see what we'll achieve together!

Course Grading:

Assessment	Grade %
Welcome/Contract	2
Elevator Pitch	7
Social Engineering	5
Social Media Fails	5
You are a product	5
Redefining Recruitment	5
Midterm	11
Artificial Intelligence	5
Social Media and HR	5
Manipulation	5
Choice Overload	5
DEI	5
Discussions	20
Final	15

Please take a moment to review the following link. It provides you with access to information on how to receive extra support for (a) victims and mental health services, (b) academics, and financial help (mainly emergencies). I encourage you to review the link:

Support Services: <https://smlr.rutgers.edu/academic-programs/current-students>

Required Text:

There are no textbooks required for this course. You will be required to read articles available to you through Canvas.

Course Description:

Social media and related technologies have revolutionized how we live and conduct business. They have the power to transform lives and businesses in unprecedented ways, propelling products to incredible success and providing instant access to millions of customers. We receive updates on good news, sports results, births, birthdays, our friends' trips, weddings, first school days, latest dance moves, and cookouts all in the blink of an eye or the scroll of our thumb. Social media shapes our reactions and serves as the framework we use to connect with others and share our stories.

Social media is an ideal platform for sharing your story and connecting with people. While it's great for personal stories, it also offers businesses a way to connect with customers and employees, opening a whole new world for Human Resources. With social media, everyone can join the conversation, and when done well, it can significantly benefit businesses. Effective social media involves making authentic connections and providing value through content and interaction. It's a blend of art and science, and this course will equip you with the necessary skills and tools. In this course, we will focus on various technologies, discussing their consequences and how they can be leveraged in the human resources field.

The course will explore various topics, including social networking, Artificial Intelligence, potential pitfalls and business applications, sharing of corporate culture, and the technologies and skills needed for designing and implementing social media strategies for HR. We will examine social media from a cultural perspective, focusing on how media technologies are integrated into everyday practices, human resources, and the formation of relationships and identities.

Course Overview:

We will take a broad approach to defining social media and technology, considering various

social network platforms and other technologies. Our main goal is to familiarize you with a conceptual understanding of these social media platforms and the challenges. You should be able to leverage social media tools in the human resources function to benefit your organization. By the end of the semester, we will integrate all these technologies to help you succeed in your HR role by crafting a Social Media Policy.

Throughout the course, you will gain practical and conceptual experience to learn best practices related to social media. You will develop insights that you can apply in your future professional career and learn how to use new social tools to enhance job search, recruiting, communication, and overall work effectiveness.

Course Objectives:

1. Understand the culture of professional social engagement and socially enabled organizations and professions.
2. Learn digital literacy, social media etiquette, and engagement with various social media platforms and tools.
3. Develop team building and collaboration skills through the professional use and integration of multiple social networks like Twitter, Facebook, LinkedIn, Instagram, and others.
4. Gain insight through hands-on technical experience with professional social sharing, listening, monitoring, and analytics using digital tools.
5. Evaluate HR social media strategy and integration across multiple departments and industries.

Course Deliverables:

- **Assignments:** You will read a selected article discussing a specific social media aspect every week. There will be a discussion thread during the week on the topic of that week. Essays will have a minimum requirement of 1.5 pages (including the max of 5 citations), single-spaced, with a 12-point Times New Roman font. Points may be deducted for deviations. (Please check individual assignments for page length requirements.) Include only your name on the left-hand side of the paper. (Projects will have different requirements)
- **Discussions:** Every week we will discuss the topic for the week. Make sure you are participating in the weekly discussions.
- **Projects:** There are three projects in this course: the INTRODUCTION, the MIDTERM PROJECT, and the FINAL PROJECT.

Academic Integrity

Please review the Rutgers Academic Integrity Policy to avoid facing disciplinary action.

<https://nbacademicintegrity.rutgers.edu/sites/default/files/10.2.13%20-%20current.pdf>.

Turnitin:

Canvas uses Turnitin to check for plagiarism. I encourage you to check your Turnitin score. If your score is higher than 10%, please revise your work and resubmit it before the due date. You may use AI such as CoPilot or ChatGPT to help with your research but do not use it to write your paper.

Definition of plagiarizing:

- To steal and pass off (the ideas or words of another) as one's own: use (another's production) without crediting the source.
- To commit literary theft: present as new and original an idea or product derived from an existing source.

Late Work:

Submitting assignments on time is essential for full credit. Any submission after the due date will be penalized by 10% per day, up to 72 hours after which you will receive a 0.

If you have a valid excuse for being late, you can reach out to the instructor or (reach out to the Dean of Students if you have a sensitive issue) if more than a week late. Do NOT email late work this tends to get lost.

Avoid waiting until the last minute to submit your assignment to prevent missing the cutoff and potential technical issues. If you have any technical or other issues, seek help (via the OIT Helpdesk at 732-445-HELP) or contact the instructor and TAs before the due date.