LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:** BDM04
Subject Title	**:** Social Media Management
Subject Specification	**:** For students in Broadcasting & Digital Media Communication Major
Subject Overview	**:** This course teaches students to use social media strategically to create value for a client or organization. An emphasis is placed on strategic collaboration, tactical execution, and measurement of social media efforts. Students will learn by doing in assignments focusing on social media post writing and publishing, management and measurement tools, a social media audit, an editorial calendar, a social media strategy and tactical plan, and crisis management. The course will cover blogs, Facebook, Twitter, Instagram, Pinterest, LinkedIn, and an array of niche social media platforms.

Course Objectives **:**

1. Identify the components of a strategic social media plan and effectively develop one that creates value for any organization.
2. Create engaging content for Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, and additional niche social media networks.
3. Evaluate which social media platforms are the most effective for a selected brand.
4. Identify the best tools to manage and measure the performance of social media content and campaigns.
5. Assess the critical issues social media managers face and how to handle crises.

Course Method **:** Discovery Learning, Collaborative Learning, Small Group Discussion

Learning Outcome (Competence) **:**

Knowledge	: 30%
Skill	: 40%
Attitude	: 30%

Course content :

Week	Topic
1	Introduction to Social Media Management
2	Auditing Your Social Media Program
3	Social Media Strategy & Tactics
4	Social Media Management & Organization Tools
5	Content Management
6	Content Creation
7	Social Media ROI: Analytics and Reporting
8	**Mid Term Examination**
9	Online Advertising and Viral Campaign and Social Media Measuremen
10	Maximizing Your Visibility: Social Media & SEO
11	Sentiment Analysis and Opinion Mining
12	Social Network Data and Predictive Mining
13	Community Management
14	Social Media Crisis Management
15	Proposal Social Media Management Plan
16	**Final Examination**

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Social Media Management	• we will provide an overview of social media management including the skills and roles of social media managers, best strategies to find new clients/brands in need of social media services, and tips on how to effectively work with a client/brand. • We will also discuss the Lecturing, Discussion, steps to building a successful social media plan.	Discovery Learning, Small Group Discussion
2	Auditing Your Social Media Program	• Before working on and executing a social media plan, a social media manager must conduct an audit of the existing social media channels of the brand they represent. We will discuss the components of a social media audit, how to conduct a competitive analysis, and how to properly analyze your target audience.	Discovery Learning, Small Group Discussion
3	Social Media Strategy & Tactics	• A social media strategy is crucial to the success of any social media manager. We will discuss the components of a social media strategy including goals, objectives, and selecting social media channels. We will also cover tactics and how they can help increase engagement and followers on social media. Creating a budget to cover the costs of each tactic will be addressed.	Discovery Learning, Small Group Discussion
4	Social Media Management & Organization Tools	• Before executing a social media plan, a social media manager must be aware of the tools to manage and organize their work. We will discuss how to effectively leverage tools to schedule social media posts, create engaging content, measure your progress, and more.	Discovery Learning, Small Group Discussion
5	Content Management	• We will discuss the various content platforms that are	Discovery Learning, Small

		available for social media managers to leverage for social media content. These platforms include blogs, webinars, videos (YouTube), podcasts, and websites. We will also discuss how social media managers can create a content strategy and an editorial calendar so they can effectively manage their content. The best types of content for social media will also be discussed.	Group Discussion
6	Content Creation	• A crucial part of being a successful social media manager is to know how to create content that will engage the masses. We will discuss strategies, tips, and tools to make your content appeal to your target audience. Best practices for social media post writing, imagery, and branding for each social media channel will also be discussed.	Discovery Learning, Small Group Discussion
7	Social Media ROI: Analytics and Reporting	• Discuss the ROI of social media, metrics that matter most to social media managers, how to generate a report showing social media analytics, and how to effectively sell your social media plan to senior management.	Discovery Learning, Small Group Discussion, Cooperative Learning
8	**Mid Term Test**		
9	Online Advertising and Viral Campaign and Social Media Measuremen	• How using online advertising and viral campaign with measure your social media activity by looking at specific metrics. Certain sets of metrics will help indicate how you're performing on social media.	Discovery Learning, Small Group Discussion, Cooperative Learning
10	Maximizing Your Visibility: Social Media & SEO	• Discuss how you can maximize the visibility of your social media content by effectively optimizing your social media channels. Important SEO topics such as integrating social media with other marketing	Discovery Learning, Small Group Discussion, Cooperative Learning

			channels, making images the proper sizes, social media buttons and icons, keywords, and link building will be addressed.	
11	Sentiment Analysis and Opinion Mining	•	Understanding the sentiment analysis or opinion mining of social media data covers text mining techniques to analyze users' online content and derive the subjectivity and polarity of their feelings and personal attitudes in order for an organization to act accordingly.	Discovery Learning, Small Group Discussion
12	Social Network Data and Predictive Mining	•	Understanding how Social network analysis or network-based analysis refers to using (i.e., analyzing, interpreting, evaluating) information about links (i.e., edges, connections, or relationships) in order to predict future behavior and to stimulate desired business actions (e.g., selling products or services).	Discovery Learning, Small Group Discussion
13	Community Management	•	Every social media manager needs to know how to be a good community manager. This includes monitoring social media posts, listening to customers, responding to comments both negative and positive, and reaching out to key influencers and turning them into social media brand ambassadors.	Discovery Learning, Small Group Discussion
14	Social Media Crisis Management	•	We will look at some case studies of brands that handled crises effectively and those that handled them poorly and the consequences of not responding appropriately. We will discuss how to create a social media crisis management plan and a social media policy to help avoid crises and to have a plan of action in case they	Discovery Learning, Small Group Discussion

		do happen.	
15	Proposal Social Media Management Plan	• Proposal Brand	Discovery Learning, Small Group Discussion, Cooperative Learning Learning
16	**Final Examination**		

Midterm Exam Guideline **:** Written Test
Final Exam Guideline **:** Paper Submission

References **:**

1. Branston, G., & Stafford, R. (2010). The media student's book (5th ed.). New York, NY: Routledge.
2. Carter, C., Steiner, L., & McLaughlin, L. (Eds.). (2013). The Routledge companion to media & gender. Routledge.
3. Jin , Dal Yong. 2021. The Routledge Handbook of Digital Media and Globalization-Routledge (ebook)
4. Turow, J. (2020). Media today: Mass communication in a converging world (7th ed.) New York, NY: Routledge.

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