

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

**Note:** The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> CMNS 316		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>													
<b>Course Full Title:</b> Communicating for Social Media <b>Course Short Title:</b> Communicating for Social Media															
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Communications													
<b>Calendar Description:</b> Students will learn strategic social media planning and writing. Students will integrate communication with organizational goals and external environments. This process includes conducting ethical research for social media audits, targeting online and intercultural audiences and their communication needs, selecting relevant content strategies for different social media platforms, and measuring the impacts of social media campaigns. Note: Students will be required to participate in global social media environments.															
<b>Prerequisites (or NONE):</b>		45 university-level credits including CMNS 251.													
<b>Corequisites (if applicable, or NONE):</b>															
<b>Pre/corequisites (if applicable, or NONE):</b>															
<b>Antirequisite Courses</b> ( <i>Cannot be taken for additional credit.</i> ) Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		<b>Course Details</b> Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: <b>No</b> <i>(See <a href="#">policy 207</a> for more information.)</i> Grading System: <b>Letter grades</b> Delivery Mode: <b>May be offered in multiple delivery modes</b> Expected frequency: <b>Every other year</b> Maximum enrolment (for information only): <b>25</b>													
<b>Typical Structure of Instructional Hours</b> <table border="1"> <tr> <td>Lecture/seminar</td> <td>25</td> </tr> <tr> <td>Tutorials/workshops</td> <td>20</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td><b>45</b></td> </tr> </table>		Lecture/seminar	25	Tutorials/workshops	20							<b>Total hours</b>	<b>45</b>	<b>Prior Learning Assessment and Recognition (PLAR)</b> PLAR is available for this course.	
Lecture/seminar	25														
Tutorials/workshops	20														
<b>Total hours</b>	<b>45</b>														
<b>Scheduled Laboratory Hours</b> Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		<b>Transfer Credit</b> (See <a href="#">bctransferguide.ca</a> ) Transfer credit already exists: <b>Yes</b> Submit outline for (re)articulation: <b>No</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>													
<b>Department approval</b>		<b>Date of meeting:</b> January 7, 2022													
<b>Faculty Council approval</b>		<b>Date of meeting:</b> October 2022													
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> January 27, 2023													

**Learning Outcomes** *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

1. Develop a social media plan and rationale to align with organizational vision, mission, and values.
2. Conduct a social media audit using ethical primary and/or secondary research.
3. Analyze social media audiences and their needs.
4. Use digital media platforms strategically.
5. Produce, curate, and edit audio-visual and written social media content for organizational purposes.
6. Manage organizational social media accounts effectively.
7. Incorporate Indigenous value expression, including relational, holistic, and spiritual approaches into social media through content strategy and channels choice.
8. Collaborate as a small group using digital tools to share workload and writing tasks.
9. Describe the importance of analytics in managing social media.

**Recommended Evaluation Methods and Weighting** *(Evaluation should align to learning outcomes.)*

Assignments:	100%	%	%
	%	%	%

**Details:**

Digital discussion facilitation	20%
Student oral presentation	15%
Social media audit	15%
Social media plan	20%
Account management	20%
Collaboration, leadership, and self-reflection	10%

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Texts and Resource Materials** *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Freberg, K.	Social media for strategic communication: Creative strategies and research-based applications.	2018
2.			
3.			
4.			
5.			

**Required Additional Supplies and Materials** *(Software, hardware, tools, specialized clothing, etc.)*

Access to Blackboard (UFV online) and instructor created materials

**Course Content and Topics**

- Introduction
- Strategic planning for social media
- Environmental scanning
- Social media audit
- Audience analysis and segmentation
- Social media impact funnel
- Content strategies for social media
- Writing for social media
- Social media platform evaluation
- Writing for different platforms
- Budget and timeline
- Measurement and evaluation KPIs and ROI