CMNS 316
Communications
3

COURSE NAME/NUMBER
FACULTY/DEPARTMENT
UFV CREDITS
Communicating for Social Media
Communicating for Social Media

CALENDAR DESCRIPTION:
This course focuses on writing for social media and examines the rise of web-based communication tools and technologies that create a demand for new ways of writing. Writing in this context needs to be concise, engaging, valuable, authentic, and focused. Communication is now expected to almost be instant. Conversations and decisions are made virtually. This course explores the techniques needed to communicate effectively using social media as well as a variety of web-based technologies.

Note: Students will be required to participate in global social media environments.

PREREQUISITES: 60 university-level credits, including CMNS 251
COREQUISITES: PRE or COREQUISITES:
SYNONYMOUS COURSE(S):
(a) Replaces: ____________________________
(b) Cross-listed with: ______________________
(c) Cannot take: ____________________________ for further credit.

TOTAL HOURS PER TERM: 45
STRUCTURE OF HOURS:
Length of course: ____________________________

Lectures: 15 Hrs
Seminar: 30 Hrs
Laboratory: _______________________ Hrs
Field experience: _______________________ Hrs
Student directed learning: _______________________ Hrs
Other (specify): _______________________ Hrs

TRAINING DAY-BASED INSTRUCTION:
Hours per day: 3

OTHER:
Maximum enrolment: 25
Expected frequency of course offerings: Every other year
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)
Yes ☑ No

WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)
Yes ☑ No

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:
Yes ☑ No

Course designer(s): David Thomson, Samantha Pattridge, and Linda Pardy
Department Head: David Thomson Date approved: September 7, 2012
Campus-Wide Consultation (CWC) Date of meeting: October 5, 2012
Curriculum Committee chair: Tetsuomi Anzai Date approved: October 12, 2012
Dean/Associate VP: Jacqueline Nolte Date approved: October 12, 2012
Undergraduate Education Committee (UEC) approval Date of meeting: October 26, 2012
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:

- Analyze the needs of specific social media audiences
- Evaluate the advantages and disadvantages of writing for different digital media
- Utilize strategies and techniques used to produce effective digital content
- Edit content for application with social media
- Develop a social media plan and rationale
- Apply Plain Language rules to “voice,” sentence structure, punctuation, etc.
- Facilitate digitally generated discussions
- Develop a style guide specific to a variety of digital applications
- Write as a small group using a digital method to share workload and writing process
- Produce audio and video digital messages
- Articulate the purpose for using visuals, headings and specific format techniques
- Describe the importance of analytics in managing social media

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)
Lecture, case studies, in-class group and individual assignments, simulations, student-led projects, online group discussions.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

- Examination(s)
- Portfolio assessment
- Interview(s)
- Other (specify):

PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS: [Textbook selection varies by instructor. Examples for this course might be:]
Human Resources Development Canada – booklet: Plain Language Clear and Simple (available in .pdf format online)

SUPPLIES / MATERIALS:
Access to Blackboard (UFV online) and instructor created materials

STUDENT EVALUATION: [An example of student evaluation for this course might be:]
Digital discussion facilitation: 20%
Student oral presentation: 15%
Portfolio of social media writing: 20%
Social media integration plan and rationale: 20%
Group presentation “Digital show case”: 15%
Collaboration, Leadership, and Self-Reflection: 10%

COURSE CONTENT: [Course content varies by instructor. An example of course content might be:]
Weeks 1 to 4: Part 1) The Digital Content Rules
- Digital audience analyses
- Plain Language
- Punctuation, grammar, and sentence structure
- Engaging all readers and responses, positive and negative
- Revising and rethinking traditional content
- Generating new ideas quickly (keeping the writing fresh)
- Digital media engagement techniques
- Creating pathways to link key messages, digital platforms and writing – social media planning
Course content continued:

Weeks 5 to 8: Part 2) The How-To- Section
- Technology tools available to writers (eg. Facebook, Twitter, LinkedIn, Hootsuite, Tumbler)
- Differences between paper and the digital world
- Why video or audio can enhance digital writing
- Style and format
- Sharing the writing process
- Responsive design (i.e. multi-device formatted)
- Gamification

Weeks 9 to 13: Part 3) Content Delivered.
- Using social media
  1) computer application
  2) tablet
  3) smart phone
- Blogging
- Vlogging
- Copyright & Privacy
- Publishing
- Update
- Reader responsiveness