

# Social Media Strategies

BUS 200 CRN 3730 | Fall 2017 | 6-9 p.m. Sept. 29 & 8 a.m.-3 p.m. Sept. 30 | Aliber Hall 10

**Instructor:** Chris Snider **Office:** Meredith 122 (office hours Tuesday-Thursday 9-11 a.m.)

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## ■ Course information

Social media is no longer an afterthought for companies and organizations. Social media is also no longer an easy win for companies. This class will walk students through current social media platforms and show them how to create a social media strategy that will give their company or organization measurable results.

### Students will:

- Identify the most important social media platforms in 2017
- Compare how Facebook, Twitter and Instagram work
- Apply the concepts of Native Content and Jobs to come up with social media content ideas
- Create a social media strategy for a company
- Use social media analytics to determine what is working in social media

### Pre-class readings

[7 Trends That Will Change Social Media in 2017](#)

[Gary Vaynerchuk's 6 Secrets To Creating Great Social Content](#)

[How Facebook's News Feed Works](#)

[2017 Is the Year That Twitter Learns to Thrive or Dies](#)

[Understanding the Facebook and Instagram Algorithms: 7 Key Factors That Determine Success \[Podcast\]](#)

[Facebook Insights: A Detailed Guide to Facebook Analytics](#)

### Accommodations

- If you have a disability and require academic accommodations, please let me know or contact Student Disability Services, 107 Old Main, 515-271-1835.

### Assignments

Students will complete four assignments:

- Pre-class social media post - 10 points
- In-class social media analytics assignment - 10 points
- Social media group presentation - 50 points
- Post-class social media paper - 30 points

### Schedule

#### DAY 1

- Introductions
- Intro to social media
- Social media best practices
- Native content
- Jobs and Right Hooks
- How Facebook/Twitter work

#### DAY 2

- Social media strategies
- Social media analytics
- Strategy group presentations

## ■ Pre-class social media posts

Each of you will post to the Heart Des Moines Facebook and Instagram accounts prior to the start of the class. Just post something that you think will appeal to an audience of Des Moines residents. We will use these posts for our analytics work in class.

The Facebook page can be found here: <https://www.facebook.com/heartdesmoines/>

I will have to give you access to post to the Facebook page. Once you have liked the page, email me with the name associated with your Facebook account and I will make you an editor. For Instagram, just login with the username **heartdesmoines** and the password **gr1fflove** (that's a one instead of an i).

Below is a schedule to space out our posts. If you miss your assigned day, just post another time before class begins.

Sept. 20: Anna B and Jackson

Sept. 23: Derek and Tyler

Sept. 25: Katelyn and Anna W

Sept. 21: Matthew G and Matthew K

Sept. 24: Susan and Amy

Sept. 26: Bradley

Sept. 22: McKine and Ella

Sept. 24: Cody and Nikki

## ■ Social media campaign presentation

The purpose of this assignment is to **make suggestions for how a company can better use social media.**

Pick a company or organization that members of your group are familiar with. Give a 10-minute presentation that includes:

- Who is the company and who is its competition
- What people is the company trying to reach and what networks should it be using to reach those people
- What are example of native content that the company can use
- How is the company performing on social media now and how does that compare to its competition
- Apply the POST method and come up with a way the company can use social media to address one of its company goals

You will be graded based on the creativity of your idea, the polish of your presentation ("polish" doesn't mean "boring" – feel free to be creative), feedback from the client and feedback from members of your group.

**Presentations will begin at 1:30 p.m. Saturday in class. E-mail a copy of your presentation to Chris (chris.snider@drake.edu) prior to presenting.**

## ■ Post-class social media paper

Write a 1- to 2-page paper reflecting on what you learned in this class and how it could apply to your company or a company/organization you are familiar with. Email your completed paper to [chris.snider@drake.edu](mailto:chris.snider@drake.edu) no later than 5 p.m. on Monday, Oct. 9.