COMM 294: Social Media Strategy

Shippensburg University, Spring 2025

Tuesdays and Thursdays, 2 – 3:15 p.m., Rowland Hall 202

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NOTE: Adjustments may need to be made to this syllabus and the course schedule. Check the D2L site and your Ship email account regularly for announcements.

Student consultation hours

In-person (Rowland 123):
Tuesdays, 11 – 12:30 p.m.
Schedule an appointment online at
https://calendly.com/krheim/officehours

Virtual (via Zoom):
Mondays and Wednesdays: Noon – 2 p.m.
Schedule an appointment online at
https://calendly.com/krheim/zoomhours

ChatGPT/DALL-E 3

Don't hesitate to meet with me whenever you have questions. Sign up for an appointment at the links above. If none of the available times works, please email me, and we can arrange a different time.

D2L site and email communication

All course assignments and materials will be posted to the course D2L site (https://d2l.ship.edu), and all assignments must be submitted to D2L, unless I instruct you otherwise. D2L materials are organized into weekly content modules. **Be sure to consult the D2L site several times per week throughout the semester** for updates and announcements. **In addition to checking the D2L site, please check your Ship email account daily.** I frequently use email to communicate important class information to students. I will contact you at your Ship address (not your Gmail or other address).

When corresponding with me by email, please **use your Ship account and include a subject line. Always mention that the email is regarding COMM 294 (Social Media Strategy)**. Please allow 24 hours for a response or up to 48 hours on a weekend. I am always happy to answer a question, but check the syllabus and the D2L site to see if it can be answered there first.

Course overview

Course description

Students will be introduced to a variety of social media tools and platforms and learn how communication professionals may use them strategically for information gathering, publicity, promotion and audience

engagement. The course is designed to broaden students' understanding of social media principles while providing practical experience in social media planning, content creation and analytics.

Course objectives
- To critically examine the influence of social media, including the ways in which social media both enhance and disrupt the core values and skill sets of communication professionals.
- To identify ways in which communication professionals may use social media tools and platforms to achieve professional goals and interact with key stakeholders and the public.
- To learn skills and strategies for designing social media campaigns and measuring their effectiveness.

Professional values and competencies
The Communication, Journalism and Media Department faculty sets the goal of developing within each student core professional values and competencies as defined by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). The following competencies are addressed in this course:
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Apply tools and technologies appropriate for the communications professions in which they work.

Required materials
Readings: There is no required textbook for this course. All assigned readings are available on the web. Links to the weekly assigned readings are listed in the course schedule section of this syllabus and posted to the weekly Content modules in D2L. Each week's readings are also available as a combined pdf file in D2L in case there are problems accessing some of the websites.

Facebook account, group page: You will need a Facebook account to participate in the Facebook group for this course. You will receive an email invitation to join the Facebook group. NOTE: If you have a Facebook account but would like to create a separate Facebook profile specifically for this course, follow the instructions posted here to create an additional Facebook profile. More information about how additional Facebook profiles work is available here.

Other social media platforms, camera access: You will not be posting extensively to social media in this course. However, for the Content Challenge assignment and some class assignments, you may be asked to post some content, including photos and video, to specific social media platforms. You should have a phone with a camera to take photos and record video. If you don't have access to a phone with photo and video capabilities, please let me know.

Dropping or withdrawing from the course
A student may drop a course within the drop/add period without ramifications to the student's transcript, but after that time frame, a withdrawal from the course will result in a W grade on the transcript. **The last day to add or drop spring courses is Tuesday, Jan. 28. The deadline to withdraw with a W grade is Tuesday, April 1**. More information is available at the Registrar's site.

Academic dishonesty, plagiarism and use of AI

Academic dishonesty policy
Students are expected to complete individual and original work for this class. Plagiarism, cheating and other forms of academic dishonesty will not be tolerated and will be handled according to the university's Academic Dishonesty Policy. All instances of academic dishonesty will be reported to the department chair, the Dean's Office and the Office of Student Affairs. Penalties for violation of the Academic Dishonesty Policy include grade reduction, assignment of a failing grade for the course, suspension and expulsion from the University.

Use of artificial intelligence (AI)
Generative artificial intelligence, including Large Language Models (LLMs) or chatbots, can be an excellent tool for brainstorming ideas and answering some simple questions. AI models are not search engines or research tools, however, and the information they provide is often fabricated or inaccurate. **Submitting work in this course containing content that was wholly or partially produced or edited by AI, unless you are explicitly instructed to do so, is a form of academic dishonesty and will be treated as such**, in accordance with the university's Academic Dishonesty Policy. Assignments in this course may be analyzed using multiple AI and plagiarism-detection tools.

Attendance and classroom etiquette

Attendance policy
- **Attendance is mandatory**, and students must arrive on time. An attendance sheet will be circulated at the start of class each day. It is your responsibility to sign the sheet. The attendance sheets will serve as the official record of attendance. If you come to class late, after the attendance sheet has circulated, you may be marked absent that day.
- **If you are absent, you are still responsible for material covered in class that day.** Consult a classmate and the D2L site to obtain any assignments you missed. If you have additional questions, email me or meet with me during consultation hours. I do not give "repeat lectures" or provide detailed "here's what you missed" emails to students who miss class, and I do not distribute copies of class notes.
- **Class will start on time.** Please be on time so you don't miss anything or disrupt the class. **If you miss a quiz or in-class activity because you are late to class, it cannot be made up.**
- **An absence will be excused <u>ONLY</u>** if you (1) notify the instructor of the absence via email **before** class, **<u>AND</u>** (2) provide official written or emailed documentation (e.g., an official signed, dated note from a doctor, coach, lawyer, other instructor, etc.) **on the day you return to class**. If you need to miss multiple classes, it is recommended that you notify the Dean's Office, which will notify all your instructors of your absences (NOTE: Notifying the Dean's Office does not automatically excuse an absence. You still must provide appropriate documentation when you return.)
- Vacations, weddings, car repairs and meetings with other professors are **NEVER** excused absences.
- Arriving to class late, leaving class early, sleeping during class or not participating in class activities may count as an unexcused absence for that class period.
- **Students are permitted no more than 3 unexcused absences** during the semester. More than 3 unexcused absences will result in the lowering of your final course grade as follows**:**

- o **4 or 5 unexcused absences** = final grade lowered by a **half-grade** — for example, from an A- to a B+ or from a C+ to a C. NOTE: Ship does not use C- or D+ grades, so a C would be lowered to a D.
    - o **6 or 7 unexcused absences** = final grade lowered by a **full letter grade** — for example, from a B to a C.
    - o **8 or more unexcused absences** = student automatically **fails the course (grade of F)**, regardless of his or her performance on quizzes and assignments.
- ➤ Prolonged or repeated absences will make it difficult to pass this course. In such situations, please meet with me so that we may discuss the situation and consider options such as withdrawal from the course or a leave of absence from the university.

Classroom etiquette and use of electronic devices

- ➤ Inappropriate, rude or disrespectful language or behavior of any kind will not be tolerated. This may include (but is not limited to): talking or not paying attention during a lecture; using inappropriate language; being disrespectful to your instructor or classmates; texting, emailing, listening to music or other use of electronic devices during class; sleeping during class; and tardiness.
- ➤ **The use of phones, headphones or earbuds, and other electronic devices in the classroom is not permitted** because the devices will distract you and nearby students, making it difficult to learn and succeed in the course. Phones are to be turned off and put away during class.
- ➤ **Class lectures, discussions and activities may not be recorded in audio or video format without official written approval from the Office of Accessibility Resources (OAR).**
- ➤ No food or drink is permitted in the computer labs.

Exam, quizzes and assignments

Assignments

Challenge assignments: You will complete five "challenge" assignments to learn how social media is used in the professional workplace, gain experience in using various social media tools, and gain proficiency in social media planning and strategizing:

- **Persona challenge:** Create a "buyer persona" that represents the demographic and psychographic profile of a social media target audience.
- **Strategy challenge:** Engage in strategic planning to assist a hypothetical client in developing a social media campaign.
- **Hootsuite challenge:** Earn Hootsuite Platform Certification by completing online training in the use of the social media dashboard and scoring 75% or better on an online examination.
- **Content challenge:** Create engaging social media content related to an assigned event or topic.
- **Interview challenge:** Interview a communication professional who regularly uses social media on the job to learn more about the integral role of social media in today's media environment.

Class assignments: You will complete several assignments in class — or outside of class for asynchronous online days — working alone or in teams. Some of these assignments will be graded. If you have an unexcused absence, you will earn a zero on any graded class assignments that day.

Assigned reading and quizzes

Each week, you will complete two or three short web readings about the topic of the week. Links to the assigned readings are listed in the course schedule section of this syllabus and posted to the weekly

Content modules in D2L. Each Tuesday, at the beginning of class, you will take a quiz on D2L about the assigned reading for that week (except in Week 11, when the quiz will be at the start of class on Thursday, April 3). Each quiz consists of 8 multiple-choice questions, and you will have 8 minutes to complete the quiz. **You may use any handwritten notes and/or no more than <u>one</u> typed, printed page (front and back) of notes.** You may NOT use the readings themselves (or printed versions of them), more than one page of typed notes, electronic notes, the web, your phone, a tablet, a laptop or any other electronic device. Your 10 highest quiz scores will count toward your semester grade, and your 3 lowest quiz scores will be dropped. I drop the 3 lowest scores because I understand that situations such as illness or emergencies may arise. **<u>If you are absent on a quiz day or arrive after the quiz has begun, you will earn a score of zero on the quiz, and it will be one of the three scores that are dropped. There will be absolutely no make-up quizzes unless you have more than three excused absences on quiz days</u>.**

Final exam

You will take a pen-and-paper exam during finals week (date and time to be announced) covering all classroom material from the semester. The exam will include questions in several formats, including multiple-choice and short-answer, as well as several hypothetical scenarios where you will be asked to provide longer answers. A study guide will be distributed at least one week before the exam.

Classroom participation

You are expected to be an active participant in the class and make thoughtful contributions to class discussions and activities. You will be graded on the quantity and quality of your participation in four areas: contributions to the classroom discussion, engagement, attention paid to guest speakers and punctuality. **A participation grading rubric is included on the final page of this syllabus.** NOTE: You will not automatically receive the full participation points simply for showing up to class.

Extra credit

You may earn up to **14 extra-credit points** in this course:
- **Hootsuite Social Media Marketing Certification:** You may earn **6 points** of extra credit for completing the Hootsuite Social Media Marketing Certification course and passing the certification exam with a score of 80% or better. Upload your certificate to D2L to confirm that you passed the exam. (Note: You are required to complete the Hootsuite Platform Certification for the Hootsuite Challenge assignment. Social Media Marketing Certification is a separate course and exam.)
- **Social media in the news:** You may earn up to **8 points** of extra credit for posting links to timely news articles about social media to the COMM 294 Facebook group, following these rules:
    - The link must be to a recent article that is specifically about social media, not other forms of technology or media.
    - The link must be to an article (i.e., a news story or blog post), not to an individual social media post (no links to viral videos, memes, etc.).
    - The post must include your thoughts about the article and why it is interesting or important (2 or 3 **meaningful** sentences). Simply posting the link or saying "Check this out" isn't enough.
    - You may not link to the same article as someone else. Check before posting.
    - You will earn **1 extra-credit point** per post. Points will be added at the end of the semester.
    - You may post no more than one link per week, meaning there must be **at least 7 days between posts**. If you post multiple times within a 7-day span, only one post will count.
    - Here are just a few sites where you might find social media news:
        - Social Media Today: https://www.socialmediatoday.com/
        - TechCrunch (Social): https://techcrunch.com/category/social/
        - Vox (Social Media): https://www.vox.com/social-media
        - The Verge (Creators): https://www.theverge.com/creators
        - Mashable (Social Media): https://mashable.com/category/social-media

Assignment submission, deadlines and grades

Submitting assignments

Because of the nature of this course, assignments will be submitted in a variety of formats. **Any assignment that is not correctly formatted or does not properly follow instructions may be penalized with a deduction in points or a zero.** Computer or Internet problems will not be a valid excuse for failing to follow instructions or failing to complete assignments on time. Submitting the wrong file, a blank file, an unreadable file or a corrupt file may result in a score of zero**.**

Meeting deadlines

➢ It is your responsibility to make sure that you are completing all work and meeting deadlines. **If you run into problems affecting your progress in the course or your ability to meet deadlines, let's chat.** Please email me or meet with me during office hours so we can discuss the situation to ensure that you succeed in the course.

➢ All assignments must be properly submitted on time to receive credit. Missed or late work is unacceptable in this course. **Late assignments will be penalized with a 10% deduction in points (approximately one full letter grade) for each day past the deadline** unless appropriate arrangements were made and approved at least 24 hours in advance. **Assignments submitted more than a week after the deadline will not be accepted. NOTE: There is no grace period.** The late-assignment penalty takes effect immediately after the deadline has passed, and a partial day counts as a day. For example, if an assignment is due at noon on a Monday, submitting the assignment at 1 p.m. Monday would count as one day late, leading to a 10% deduction. Submitting it at 1 p.m. Tuesday would count as two days late, leading to a 20% deduction.

➢ Deadline extensions are granted at my discretion and may require documentation of extreme circumstances, such as illness or an emergency. My definition of "extreme circumstances" is probably much narrower than yours. Extensions must be requested via email at least 24 hours before the assignment is due. I do not grant extensions after the assignment deadline has passed.

Grading and evaluation

A total of **400 points** are available during the semester, broken down as follows:

Reading quizzes (8 points each – top 10 scores; lowest 3 scores dropped)	80 points
Final exam	70 points
Challenge assignments	200 points
Persona Challenge (20 points)	
Strategy Challenge (40 points)	
Hootsuite Challenge (40 points)	
Content Challenge (50 points)	
Interview Challenge (50 points)	
Class assignments	30 points
Class participation	20 points
TOTAL	**400 points**

Grades will be recorded on the course D2L site. It is your responsibility to monitor your grades. Questions regarding grades should be raised when an assignment is returned, not at the end of the semester.

Point totals at the end of the semester will be converted to letter grades, using this percentage-based scale:

Point Total	Grade	Point Total	Grade	Point Total	Grade
372 – 400 (93%)	A	320 – 331.5 (80%)	B-	0 – 239.5	F
360 – 371.5 (90%)	A-	300 – 319.5 (75%)	C+		
348 – 359.5 (87%)	B+	280 – 299.5 (70%)	C		
332 – 347.5 (83%)	B	240 – 279.5 (60%)	D		

Reminder: More than three unexcused absences during the semester will result in the lowering of your final course grade (see "Attendance policy" above for details). Eight or more unexcused absences will result in an automatic failing grade.

Incompletes will be issued only in emergency situations as defined in the university catalog.

Keeping copies of assignments and emails

Keep an electronic copy of all assignments and course-related email messages. Do not delete any course-related files or emails until you receive your final grade at the end of the term. If there are questions about assignments, you may be asked to produce the original emails and files.

Technology

I am happy to answer any questions regarding course content and assignments, but technical questions should be addressed to people who are much more knowledgeable about the technology:

General information

More information about technology resources at Ship is available at this site.

D2L assistance

If you need technical assistance with the D2L system, contact the SU Student Helpdesk at (717) 477-HELP (x4357) or helpdesk@ship.edu. You may also call the D2L 24/7 Help Desk at 1-877-325-7778. More information about D2L, including tutorials, is available at the at this site.

Microsoft Office

Microsoft Office (including Word and PowerPoint) is available to download and install for free to all Ship students. Instructions are at this site.

Computer labs

The CJM Department has labs with Mac desktop computers available for your use in Rowland 202 and 206. The hours when the labs are available are posted on the door of each lab. In addition, the university offers four public computer labs available to all students, faculty and staff in Math & Computing Technologies Center 054, Grove Hall 106/108, Shippen Hall 240 and Lehman Library 112. More information about the university's public computer labs is available at this site.

Tentative course schedule

This schedule is subject to change. The course timeline may need to be adjusted due to inclement weather or other unforeseen circumstances. Changes will be announced via email or D2L.

We will not meet in person for class sessions marked as <mark>online asynchronous</mark>. However, you will be required to complete work online in place of class on those days. Failure to complete this work by the deadline will be treated as an unexcused absence for the day. Check your email and the course D2L site on the morning of an online asynchronous class for details and instructions.

PowerPoints from class will be posted to a special "Class PowerPoints" folder in the course D2L site under Content. PowerPoints will not be posted until **after** class (usually, within 24 hours). Not everything you need to know will be on the PowerPoints, however, and the posted PowerPoints are not a substitute for taking good notes in class.

WEEK 1 (Jan. 21, 23)
Social media: Past, present and future

Reading for Thursday:
- Matthew Jones, "The Complete History of Social Media: A Timeline of the Invention of Online Networking," *History Cooperative*, Oct. 31, 2024 (link)
- Lia Haberman, "The Future of Social Media: 7 Expert Predictions for 2025," *Sprout Social*, Dec. 5, 2024 (link)
- "Social Media Jobs: 6 Roles to Explore," *Coursera*, Nov. 18, 2024 (link)

WEEK 2 (Jan. 28, 30)
Social media, news and misinformation

Reading for Tuesday:
- Simon Reynolds, "How Journalists Use Social Media: A Guide for PR and Comms Pros," *Cision*, 2024 (link)
- Taylor Lorenz, "Content Creators Surge Past Legacy Media as News Hits a Tipping Point," *The Washington Post*, Oct. 31, 2023 (link)
- Anastasia Micich and R.J. Cross, "How Misinformation on Social Media Has Changed News," *U.S. PIRG Education Fund*, Nov. 22, 2023 (link)
- **Reading quiz in class on Tuesday**

<mark>ASSIGNMENT DUE:</mark> **Facebook group posting – by <u>noon Thursday, Jan. 30</u>**

WEEK 3 (Feb. 4, 6)
Social listening: Identifying and understanding your audience

Reading for Tuesday:
- Natalie O'Grady, "Target Audience: What It Is and How to Find Yours," *Sprout Social*, March 27, 2024 (link)
- Colleen Christison, "How to Create Better Buyer Personas," *Hootsuite*, June 6, 2024 (link)
- Colleen Christison, "Social Listening: How to Better Understand Your Audience," *Hootsuite*, Nov. 1, 2024 (link)
- **Reading quiz in class on Tuesday**

Online asynchronous class on Thursday, Feb. 6

WEEK 4 (Feb. 11, 13)
Planning and strategizing: Social media audit and SWOT analysis

Reading for Tuesday:
- Emily Smith, "7-Step Checklist for a Successful Social Media Audit," *Brandwatch*, July 21, 2023 (link)
- Brent Barnhart, "Social Media SWOT Analysis: What It Is and How to Do It," *Sprout Social*, March 24, 2020 (link)
- **Reading quiz in class on Tuesday**

ASSIGNMENT DUE: Persona Challenge – by noon Thursday, Feb. 13

WEEK 5 (Feb. 18, 20)
Planning and strategizing: Social media goals, tone and voice

Reading for Tuesday:
- Greg Sides and Colleen Christison, "How to Set and Exceed Social Media Goals," *Hootsuite*, Aug. 28, 2024 (link)
- Kevan Lee, "How to Find Your Social Media Marketing Voice and Tone: The Best Examples, Questions and Guides," *Buffer*, April 14, 2014 (link)
- **Reading quiz in class on Tuesday**

Online asynchronous class on Thursday, Feb. 20

WEEK 6 (Feb. 25, 27)
Content creation: Writing for social media

Reading for Tuesday:
➢ Megan Dennett, "Writing for Social Media: The Complete Guide," *ArtSpeak Creative*, April 19, 2024 (link)
➢ Jonathon Tanner, "The Importance of Calls to Action in Social Media Marketing," *Social Media College*, Oct. 11, 2023 (link)
➢ **Reading quiz in class on Tuesday**

Online asynchronous class on Thursday, Feb. 27

ASSIGNMENT DUE: Strategy Challenge – by noon Thursday, Feb. 27

WEEK 7 (March 4, 6)
Content creation: Trendy, timely or timeless?

Reading for Tuesday:
➢ Margarita Loktionova, "What Is Newsjacking? 10 Powerful Examples + a How-to Guide," *Semrush Blog*, Feb. 8, 2024 (link)
➢ Colleen Christison, "Live Tweet Like a Pro: Tips + Examples for Your Next Event," *Hootsuite*, June 16, 2022 (link)
➢ Sara Martin, "What Is Evergreen Content?" *Metricool*, Nov. 1, 2023 (link)
➢ **Reading quiz in class on Tuesday**

SPRING BREAK (Week of March 10-14)
No classes 😐

WEEK 8 (March 18, 20)
Content creation: Social video

Reading for Tuesday:
➢ Michael Stelzner, "Video and Storytelling: How to Connect With an Audience," *Social Media Examiner*, Aug. 3, 2023 (link)
➢ "8 Incredible Tips for a Great Social Media Video Strategy," *Influencer Marketing Hub*, June 24, 2024 (link)
➢ **Reading quiz in class on Tuesday**

Online asynchronous class on Thursday, March 20

ASSIGNMENT DUE: Hootsuite Challenge – by noon Thursday, March 20

WEEK 9 (March 25, 27)
Organic vs. paid content

Reading for Tuesday:
- ➢ Hannah Macready, "Organic vs. Paid Social Media: Differences and Strategic Tips," *Hootsuite*, April 15, 2024 (link)
- ➢ Anna Leikas, "Social Media Marketing Funnel: How to Effectively Reach and Convert Customers at Any Stage," *Supermetrics*, July 26, 2022 (link)
- ➢ **Reading quiz in class on Tuesday**

WEEK 10 (April 1, 3)
Influencer marketing

TUESDAY, APRIL 1 — CJM Day

Reading for Thursday:
- ➢ "Social Media Influencers: A Complete Guide for 2025," *Influencity*, Nov. 13, 2024 (link)
- ➢ Anmol Sachdeva, "3 R's of Influencer Marketing," *GapScout*, June 8, 2023 (link)
- ➢ **Reading quiz in class on Thursday**

DUE: Content Challenge – by 5 p.m. Friday, April 4

WEEK 11 (April 8, 10)
Artificial intelligence (AI)

Reading for Tuesday:
- ➢ Clodagh O'Brien, "AI in Social Media," *Digital Marketing Institute*, May 1, 2024 (link)
- ➢ Pavitra M, "How to [and Not to] Use ChatGPT for Social Media," *ClickUp*, Sept. 9, 2024 (link)
- ➢ **Reading quiz in class on Tuesday**

WEEK 12 (April 15, 17)
Measurement and analytics

Reading for Tuesday:
- ➢ Lance Concannon, "How to Measure Social Media Campaign Success — 5 Steps," *Meltwater*, March 28, 2023 (link)
- ➢ Christina Newberry, "Social Media Measurement: 15 Key Insights and How to Get Them," *Hootsuite*, Dec. 3, 2024 (link)
- ➢ **Reading quiz in class on Tuesday**

WEEK 13 (April 22, 24)
Diversity and accessibility

Reading for Tuesday:
- ➢ Allison Bennett, "5 Tips to Show an Authentic Commitment to Diversity, Equity and Inclusion on Social Media," *The Diversity Movement*, Feb. 22, 2023 (link)
- ➢ Luan Wise, "How to Make Your Social Media Accessible," *Digital Marketing Institute*, July 15, 2024 (link)
- ➢ **Reading quiz in class on Tuesday**

WEEK 14 (April 29, May 1)
Ethics, etiquette and crisis management

Reading for Tuesday:
- ➢ Liz Stanton, "15 Social Media Etiquette Blunders (And How to Avoid Them)," *Hootsuite*, April 19, 2023 (link)
- ➢ Rob Glover, "Social Media Crisis Management in 9 Steps," *Hootsuite*, Aug. 23, 2024 (link)
- ➢ **Reading quiz in class on Tuesday**

DUE: Interview Challenge – by noon Thursday, May 1

FINALS WEEK (Week of May 5-9)

FINAL EXAM – Date and time to be announced

University resources and policies

Academic success resources

The Learning Center: If you feel you need extra help to improve your academic performance in this course or in any of your other courses, please consider making an appointment with a tutor or learning specialist in the Learning Center. The Learning Center is located in Mowrey Hall and can be reached at (717) 477-1420. More information is available at the [Learning Center's website](#).

The College of Arts & Sciences Advising Center (CASA): Located in DHC 216, CASA is a walk-in office that offers several types of academic support, from advice and help on time management, test anxiety and study skills to discussions about what major might be right for you. Email [casa@ship.edu](#) or call (717) 477-1150 to set up a time to meet with a success coach or faculty adviser.

Accessibility resources

Shippensburg University is committed to providing equal opportunity for participation in all programs, services and activities. The University welcomes all students with disabilities into all of the University's educational programs and strives to make all learning experiences as accessible as possible. Any student who feels they may need an accommodation based on the impact of a disability should contact the Office of Accessibility Resources (OAR) to discuss specific needs. OAR is located in Mowrey Hall 252 and can be reached by phone at (717) 477-1364 or via email at [oar@ship.edu](#).

Student support resources

More information about the support services that Ship offers to students, including academic support, professional support, physical health, mental health and spiritual health resources, can be found [here](#).

Title IX - Commitment to a safe learning environment

Shippensburg University of Pennsylvania and its faculty are committed to assuring a safe and productive educational environment for all students. To comply with the requirements of Title IX of the Education Amendments of 1972 based on the 2020 Regulations and the university's commitment to offering supportive measures in accordance with the 2020 regulations issued under Title IX, Shippensburg University requires faculty members to report incidents of sexual violence shared by students to the university's Title IX Coordinator, Dr. John Burnett ([JABurnett@ship.edu](#)), or [Title9@ship.edu](#). The only exceptions to the faculty member's reporting obligation are when incidents of sexual violence are communicated by a student during a classroom discussion, in a writing assignment for a class, or as part of a university-approved research project. Faculty members are obligated to report sexual violence or any other abuse of a student who was, or is, a child (a person under 18 years of age) when the abuse allegedly occurred to the person designated in the university's Protection and Supervision of Minors on Campus Policy. Information regarding the reporting of sexual violence and the resources that are available to victims of sexual violence are available on the Office of Human Resources website:
https://www.ship.edu/about/offices/hr/title_ix_statement/

Link for the online reporting form: (This is for reporting an issue, not making a formal complaint)
https://cm.maxient.com/reportingform.php?ShippensburgUniv&layout_id=3
Link for the Formal Complaint form:
https://cm.maxient.com/reportingform.php?ShippensburgUniv&layout_id=21
Link for campus resources:
https://www.ship.edu/about/offices/hr/title_ix_statement/resources/

COMM 294: Social Media and Strategy
Participation Grading Rubric

Participation in this course requires more than being physically present. Come to class on time. Be prepared to discuss the assigned reading and share any questions, thoughts or observations related to the day's discussion. Always give your classmates and the professor your undivided attention. Your participation will be graded at the end of the semester using the following criteria:

	Superior	Satisfactory	Unsatisfactory	Unacceptable
Contributions to classroom discussion	Regularly makes substantive contributions to the classroom discussion without prompting. **8 points**	Occasionally makes substantive contributions to the classroom discussion without prompting. **6 points**	Makes substantive contributions to the classroom discussion, but only when prompted. **4 points**	Does not make substantive contributions to the classroom discussion, even when prompted. **2 points**
Engagement	Always attentive and fully engaged in class activities. **4 points**	Sometimes appears distracted or engages in talking, texting or use of electronic devices unrelated to course activities. **3 points**	Frequently appears distracted or engages in talking, texting or use of electronic devices unrelated to course activities. **2 points**	Pays little or no attention to class activities. **1 point**
Guest speakers	Pays full attention to guest speakers in class and asks them relevant questions. **4 points**	Pays full attention to guest speakers in class but does not ask any questions. **3 points**	Sometimes appears distracted or engages in texting or use of electronic devices during guest speakers' presentations. **2 points**	Pays little or no attention to guest speakers' presentations. **1 point**
Punctuality	Always arrives to class on time and leaves on time. **4 points**	Occasionally arrives to class late or leaves class early. **3 points**	Frequently arrives to class late or leaves class early. **2 points**	Rarely arrives to class on time or rarely stays until the end of class. **1 point**

POSSIBLE TOTAL POINTS: 20

19-20 = A	16 = B-	12-13 = D
18 = A-	15 = C+	0-11 = F
17 = B	14 = C	