

Course Outline

Code: CMN204

Title: Social Media: Content Curation and Creation

| | |
|----------------------------|---|
| School: | Communication & Creative Industries |
| Teaching Session: | Semester 1 |
| Year: | 2019 |
| Course Coordinator: | Dr Karen Sutherland, ksutherland@usc.edu.au |
| Course Moderator: | Dr Gail Crimmins, gcrimmin@usc.edu.au |

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1 Description

This course explores the theoretical basis and its practical application regarding the curation and creation of digital content for mainstream social media platforms. The course investigates the various methods available to curate and develop social media content for a diverse range of organisations, business objectives and audiences. Students will apply this knowledge to the strategic and practical curation and development of social media content for platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, WordPress and Snapchat.

1.2 Field trips, WIL placements or activities required by professional accreditation

| Activity | Details |
|---------------|---|
| Tasks 2 and 3 | For Tasks 2 and 3, students are paired with a real client to develop a social media strategy and content. |

2. What level is this course?

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

| Specific Learning Outcomes | Assessment tasks | Graduate Qualities or Professional Standards mapping |
|---|--|---|
| On successful completion of this course, you should be able to: | You will be assessed on the learning outcomes in task/s: | Completing these tasks successfully will contribute to: |
| Understand and apply the various methods and ethical considerations involved in content curation. | 1 | Knowledgeable. Ethical. |
| Understand and apply differing organisational objectives and how to | 2 and 3 | Knowledgeable. Creative and critical thinkers. |

| Specific Learning Outcomes On successful completion of this course, you should be able to: | Assessment tasks You will be assessed on the learning outcomes in task/s: | Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to: |
|---|---|--|
| develop a social media strategy to support them. | | |
| Understand and comply with the nuances of the various mainstream social media platforms and their consumers during their practical application. | 2 and 3 | Empowered. Knowledgeable. |
| Develop skills in the production of high quality digital content for social media platforms. | 2 and 3 | Knowledgeable. Creative and critical thinkers. |

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1 Enrolment restrictions

Nil

5.2 Pre-requisites

Nil

5.3 Co-requisites

Nil

5.4 Anti-requisites

Nil

5.5 Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2 Details of early feedback on progress

Students will receive feedback on Task 1 in the Week 3 tutorial, and/or Zoom session.

6.3 Assessment tasks

| Task No. | Assessment Product | Individual or Group | Weighting % | What is the duration / length? | When should I submit? | Where should I submit it? |
|-----------------|---------------------------|----------------------------|--------------------|---------------------------------------|------------------------------|-----------------------------------|
| 1 | Written Piece | Individual | 15% | 500 words | Week 4 | Online Assignment Submission |
| 2 | Written Piece | Individual | 35% | 2500 words | Week 8 | Online Assignment Submission with |

Course Outline: CMN204 Social Media: Content Curation and Creation

| | | | | | | |
|---|-----------|------------|------|--|---------|--|
| | | | | | | Plagiarism check |
| 3 | Portfolio | Individual | 50% | 5 pieces of social media content (developed for at least three relevant different platforms and including at least one video). | Week 13 | Online Assignment Submission with Plagiarism check |
| | | | 100% | | | |

Assessment 1: Content Curation Blog Post

| | |
|------------------|--|
| Goal: | This goal of this assessment is to display the quality of your content curation proficiency by writing a WordPress blog post on any topic of your interest that showcases the best content on the web about your chosen subject. |
| Product: | Written Piece |
| Format: | Professional/Industry Format - 500 word WordPress blog post due in Week 4. Each post must contain: <ul style="list-style-type: none"> • A succinct and relevant headline • At least one image (captioned with its source) • A professional yet conversational tone • Mentions of at least six different online sources about your chosen topic • Encouragement to readers to continue discussion You will create (or use an existing) WordPress blog and email a link to your post to your tutor. |
| Criteria: | <ul style="list-style-type: none"> • Evidence of the application of ethical content curation principles • Clear communication using blogging writing style • Evidence of research • Competent use of WordPress • Adherence to the assigned format • Correct spelling, grammar, syntax, and punctuation |

Assessment Task 2: Social Media Strategy Part 1. – Strategy Outline

| | |
|-----------------|---|
| Goal: | The goal of this task is to develop a social media strategy outline that will aim to achieve the goal (or solve the problem) for an assigned client. |
| Product: | Written Piece |
| Format: | Professional/Industry Format - You will develop a customised social media strategy to suit the needs of your client. This will involve researching the client, the problem and the audience and developing a relevant social media strategy. The tactics section of the strategy outline must contain the recommendation of five pieces of social media content using at least three relevant platforms and at least one video that you will produce for Task 3. The strategy outline must adhere to the template on Blackboard and follow the following format: <ul style="list-style-type: none"> • Background • Goals • Objectives |

| | |
|------------------|--|
| | <ul style="list-style-type: none"> • Key Messages • Audience • Tactics (Must include recommendations for five pieces of social media content, using at least three relevant platforms and at least one video. The description must include the social media platform used, type of content, key messages, specific audience being addressed, and rationale with supporting evidence) • Measurement • Conclusion <p>You will submit individual written social media strategy outlines of 2500 words (including references and using the preferred Harvard referencing style). This task is weighted at 35% and due in Week 8.</p> |
| Criteria: | <ul style="list-style-type: none"> • Relevance and creativity of strategy recommendations • Persuasive communication of recommendations • Breadth of research and inclusion of supporting 'real world' examples • Adherence to assigned format • Correct spelling, grammar, syntax, punctuation and referencing |

Assessment Task 3: Social Media Strategy Part 2. – Tactical Social Media Content

| | |
|------------------|---|
| Goal: | The goal of this task is to apply the theories and concepts covered throughout the course to produce the five pieces of social media content that you recommended as tactics in the Task 2. Social Media Strategy Part 1. – Strategy Outline. |
| Product: | Portfolio |
| Format: | <p>Professional/Industry Format - Five pieces of social media content that were recommended in your Task 2. Social Media Strategy Part 1. – Strategy Outline. Content can be developed for the following platforms and must include at least one video:</p> <ul style="list-style-type: none"> • Facebook • Twitter • Instagram • YouTube • LinkedIn • WordPress • Snapchat. <p>The video can be filmed using a smartphone or any other technology with video capabilities. Platforms must be selected based on audience research conducted on behalf of your assigned client.</p> |
| Criteria: | <ul style="list-style-type: none"> • Application of theories and concepts relating to social media content creation • Relevance to supporting the goal (or solving the problem) of the client • Applicability of the content to the characteristics of each platform • Originality of content • Proficiency in using social media content production tools • Correct spelling, grammar, syntax and punctuation |

7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

| Location: | Directed study hours for location: |
|-------------|---|
| Sippy Downs | Lecture: 1 hour Computer workshop: 2 hours |
| Online | Lecture: 1 hour Computer workshop: 2 hours |

8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

8.1 Prescribed text(s) or course reader

Weekly readings will be made available via Blackboard.

8.2 Specific requirements

Students enrolled in this course will need access to:

- A reliable internet connection
- A computer (https://usc.custhelp.com/app/answers/detail/a_id/1371)
- A Smartphone with:
 - A reliable internet connection
 - Video and photo capabilities

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 Assessment: Additional requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.6 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au