

Social Media Analytics
JRSM 7412-S01
Spring 2023
Wednesday 5:30 – 8:30 p.m. via Zoom

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Catalog Description

Research for strategic communicators, including focus groups and surveys. Basic qualitative and quantitative research skills will be discussed, including how to conduct and analyze focus groups, write survey questions, and perform basic statistical analyses. Gathering, understanding, and utilizing social media analytics for a variety of platforms will also become Hootsuite-certified.

Prerequisites

Graduate status

Textbooks, Software, and Required Materials

This course uses a digital textbook, *Digital Marketing Analytics*, accessed at:

<https://www.stukent.com/>

This registration page of this course can be found at:

https://home.stukent.com/join/email?course_id=69809

Additional readings and supplemental material will be provided via Canvas.

Synchronous Class Format

- Zoom is a web-based video conferencing platform. The link for the Zoom meeting is posted in Canvas.
- This is a graduate seminar with lectures and class discussions. Each week, we will discuss a new topic and I and/or designated classmates will be responsible for presenting the class with ideas for debate from the readings or examples from the field, and critically analyze the week's concepts. Please note that failure to attend class or to actively take part – even if all your assignments are turned in on time and done acceptably – will significantly affect your final grade. Be sure you have read the material BEFORE the class and come prepared to discuss it.
- You must have a stable Internet connection, speakers, and a microphone (or a headset with a built-in mic). I'd like for you to have video turned on at the beginning of each class and

whenever you are actively participating in the discussion, asking or answering questions. Let me know if this is going to be an issue for you.

- You must have Microsoft Word software. I must be able to open your work to grade it. Work submitted in a software package not noted as acceptable in this syllabus (Microsoft Word) may result in point deductions being assessed to your work.

Accessing the course website

1. Go to Canvas: <https://memphis.instructure.com/>
2. Log in using your University of Memphis username and password.

GRADING AND COURSE ASSIGNMENTS

This is meant as a general guideline to the major assignments within the class. More detail will be provided in class and on Canvas. Deadlines will be listed on each assignment. All work should be turned in as a Word document via Dropbox in Canvas unless otherwise noted.

Research Colloquium. Each one of you must virtually attend and write a one-page reflection paper about at least one Research Colloquium sponsored by the Department. Attendance and papers will count towards your course final grade. If you cannot attend the colloquium “live” you will receive instructions about how to view the recording after the event. If you are enrolled in more than one course, you may write multiple reflections on one research presentation as long as the topic is customized to the individual class.

Discussion Posts. You will each write a 200-word reaction to a discussion prompt each week. Discussion posts are due 24 hours before the class starts to give everyone an opportunity to review and comment on the posts prior to the beginning of class.

In-Class Activities. Assignments and analytics activities that we do in class (typically in breakout rooms) to reinforce concepts covered in readings and class discussions. Participation in JRSM Colloquium events will be calculated into activities.

Analytics Assignments. Assignments meant to reinforce various skills and analytics tools, including Google Analytics Individual Qualification.

Quizzes. There will be weekly quizzes on the readings. Quizzes will be administered through the Stukent platform and on Canvas.

Final Project. Each student will choose a small business or nonprofit for analysis during the semester. Finding from these analyses will be combined into an overall report.

Grading

Discussion Posts	15%
In-Class Activities	15%
Analytics Assignments	25%
Quizzes	10%
Final Project	35%

A: 90% or above

B: 80% to 89%

C: 70% to 79%

D: 60% to 69%

F: Below 60%

Other issues

Contacting me. The best and quickest way to contact me is via email (rwang4@memphis.edu)
Do not use the email within Canvas, use my memphis.edu email. I will respond to you within 24 to 48 hours Monday through Friday. I will still respond during the weekends but my response may be slower.

COURSE SCHEDULE

Week 1, Putting digital analytics in context

What is digital analytics and why are they important?

Week 2, Measurement

What is a measurement model? The PESO model and KPIs.

Week 3, Science of Analytics

What does it mean to make data-driven decisions?

Week 4, Art of Analytics

Approaches to analyzing data. Tools used to gather data. Reporting data insights. Data optimization and visualization.

Week 5, Website Analytics

Website analytics provides insights across all owned, paid, and earned media. Understand the KPIs, metrics and dimensions for website analytics and how to use Google Analytics.

Week 6, Online Search Analytics

Why should businesses measure organic search performance? Tools including SEMrush will be explored.

Week 7, Social Media Analytics

The role of social media. Concerns about data gathering by social media platforms. What metrics matter? Where do we get the data? Practice using Facebook analytics and Instagram analytics.

Week 8, Spring Break

No Class!

Week 9, More Social Media Analytics

LinkedIn and Twitter analytics. Other social media platforms that are upcoming.

Week 10, Mobile App Analytics

How do mobile app and website analytics differ? Practice navigating Google Analytics for Firebase.

Week 11, Email Analytics

Robust and engaging lists of email subscribers provide a competitive advantage for businesses. To measure the effectiveness of email initiatives, businesses collect and analyze email analytics. Navigating Mailchimp to build practical email analytics technology skills.

Week 12, Paid Media Analytics

When a business pays for media it has a vested interest to measure the media's impact on business results. There is a plethora of tools for measuring paid media including Google Ads and Facebook Ads Manager.

Week 13, Earned Media Analytics

Businesses often overlook earned media analytics because these analytics must be sought out. However, a business not monitoring and analyzing earned media data may miss out on mentions and opportunities to immediately address concerns. Practice navigating Social Searcher.

Week 14, Competitive Research

Effective businesses understand the impact competitor's digital marketing media have on the success of their own digital marketing campaigns by monitoring, measuring, and extracting insights from competitor's digital media. Practice navigating SEMrush for competitive research.

Week 15, Final Project

Each student will choose a small business or nonprofit for analysis. Finding from these analyses will be combined into an overall report.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help:

<https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.