

**NRM 5323 (or 5303) – Social Media and Outreach**  
**Dept. Natural Resource Management, Sul Ross State University**  
**Syllabus – Fall 2016**

**Instructor:** Dr. Patricia Harveson

**Office:** RAS 114

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**Office Hours:** Because this is a completely online course, primary contact is via email or phone. However, you can schedule an appointment if you need additional help and would like an office meeting.

**Catalog Description:** Course examines the various forms of social media and their use in education and outreach. Reviews the latest trends in social media use including audience demographics and best practices specific to the field of natural resource conservation.

**Course Objectives:** On completion of this course, students will have an understanding of 1) social networking tools and how to use social media in education and outreach, 2) identifying your message and creating relevant content for social media, 3) identifying your target audience and how different demographic groups use the internet, 4) generational learning and how to use this knowledge to best educate your audience, and 5) the use of various social networking tools (e.g., blogs, facebook, instagram, etc) with actual experience creating these sites and developing content for them.

**Required Textbook:** None

**Grading:**

Weekly assignments/discussions	60%
Assignment - Identifying your audience	10%
Assignment - Creating relevant content	10%
Final – Completed blog with content and social networking posts	20%
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TOTAL	100%

**Scale:** 90-100% = A; 80-89% = B; 70-79% = C; 60-69% = D; <60% = F

**Weekly Assignments and Discussions:** The course is structured into 15 Weekly Topics. Each week begins on Monday and ends on Sunday. All materials for that week will be posted by or on Monday of the scheduled week. All assignments are due by midnight on Sunday of each week (see course schedule for dates). Each week will have a different set of readings, assignments, and/or discussions that students are required to participate in. *No late assignments or discussion postings will be accepted.*

**Major Assignments:** There will be 2 major assignments in the class: 1) identifying your audience, and 2) creating relevant content which will serve as the final for the course. Each of these will be worth more points than your regular weekly assignments (see grading details).

More details about these assignments will be given during the course. ***Again, no late assignments will be accepted so please prepare early!***

**Final – Completed blog:** Throughout the course, you will be working on your own blog and adding content to it as instructed in your weekly assignments. This blog will contain links to all of your created content and social networking sites. This blog will count as the course final and will represent 20% of your course grade (see the course schedule for due date).

**Academic Dishonesty:** Academic dishonesty includes copying, sharing, or obtaining information from an unauthorized source, attempting to take credit for the intellectual work of another person, falsifying information, and giving or receiving information about a test, quiz, or assignment to another student. Any student involved in academic dishonesty will receive no credit (0) for work done and/or may be penalized in accordance with published university rules. Multiple offenses will result in expulsion from the class with the grade of F.

**Distance Education Statement:** Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

**Counseling and Accessibility Services:** Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Mary Schwartz, M. Ed., L.P.C., in Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8691. E-mail: mschwartz@sulross.edu.

### **Additional Outcome Objectives as Required by the Southern Association of Colleges and Schools:**

*Student Learning Outcomes for the M.Agr. in Range and Wildlife Management*

1. Students will be able to apply statistical concepts and procedures to natural resource data.
2. Students will be able to evaluate literature and references as they apply to the natural resource field.
3. Students will be able to demonstrate their knowledge of the fundamentals and advanced concepts of range and wildlife management.

## Tentative Course Schedule – Fall 2016

Week	Beginning date	End (due) date*	Topic
1	22-Aug	28-Aug	Class intro/Blog setup
2	29-Aug	4-Sep	Identifying and understanding your audience – demographics and trends
3	5-Sep	11-Sep	Identifying and understanding your audience – generational learning
<b>4</b>	<b>12-Sep</b>	<b>18-Sep</b>	Identifying and understanding your audience – <b>assignment on identifying audience and their use of social media</b>
5	19-Sep	25-Sep	Creating relevant content – defining your message and developing relevant content
6	26-Sep	2-Oct	Creating relevant content – search engines and driving traffic
<b>7</b>	<b>3-Oct</b>	<b>9-Oct</b>	Creating relevant content – <b>assignment on creating content for your blog</b>
8	10-Oct	16-Oct	Social networking tools – blogs and websites
9	17-Oct	23-Oct	Social networking tools – facebook
10	24-Oct	30-Oct	Social networking tools – Instagram and twitter
11	31-Oct	6-Nov	Social networking tools – linkedin
12	7-Nov	13-Nov	Social networking tools – youtube
13	14-Nov	20-Nov	Social networking tools – newsletters
14	21-Nov	27-Nov	Social networking tools – curation tools/Thanksgiving
15	28-Nov	4-Dec	Social networking tools – curation tools
<b>Final</b>		<b>5-Dec</b>	<b>Final - completed blog due</b>

\*The date assigned is the week that you should work on each respective topic. You will have 1 week to complete all readings and assignments for each topic (Monday-Sunday). Each topic should be completed in the week it is assigned and all assignments are due by Sunday at Midnight. Exceptions may be made but only under extraordinary circumstances that must be discussed with and approved by the instructor.

Changes to the schedule will be posted in Blackboard on the schedule under the Syllabus & Schedule menu link.

We have no mandatory face-to-face meetings. However, if you are having difficulty in class or need assistance using Blackboard, Wordpress, or any of the social networking tools, please contact me so we can meet either over the phone or in person.