

Social Media Storytelling

The University of Vermont

CDE_DM105

Faculty: Tyler King

It always makes me feel uncomfortable when people call themselves social media ninjas or “master.” Now, if someone were to call me a Social Media Jedi master, that would be pretty cool. I’m a reformed history major working in marketing--more specifically, social media marketing. I got my start in digital marketing over a decade ago. Over the years, I’ve been able to work with some truly great brands like the NBA’s G League, Nordictrack, Dell, Pluralsight, Zions Bank, and BambooHR.

So now, I find myself living the dream, helping businesses find the right stories that not only help sell their product but build their brand as well.

Course Description

Marketing has changed so much over the last 10 years. Consumers have more power than ever when it comes to what they see and buy online. It is now up to marketers to go beyond traditional advertising campaigns and find ways to build a relationship with their audiences. And one of the best ways to do that is by telling a story. People have always loved authentic stories, and now the challenge is, how do you do that in 140 characters?

This course is designed to help digital marketers understand the key components of storytelling and how they can apply these principles to their digital marketing campaigns.

Course Flow

Our week runs from Wednesday to Tuesday night.

What You Will Learn

Upon completion of this course, you should be able to:

- Identify who your audience and what they want to engage with on social media
- How you can use social media storytelling to create an audience who loves your brand

- Know what kind of story goes on each unique social media platform
- How to build a brand your audience will love and trust
- Understand when to use copy and visuals to tell your story
- How to incorporate influencers and customer stories into your storytelling

Course Work

We estimate that the student will be engaged in 5-7 hours per week of course instruction. This will be a combination of readings, discussion boards, collaborative assignments, etc.

Grading

This is a non-credit, certificate-based course. At the conclusion you will not receive a letter grade, but instead will receive a certificate of completion. All students who earn a 70% or greater, based on the criteria below, will receive a certificate of completion.

Successful completion of this course will be determined by the following factors:

Assignments	50%
Discussion	50%

Discussions: The discussion forum will be an important part of our learning experience. Most students find that participating in discussions helps not only with understanding the course content, but also increases the depth of learning and their ability to think critically. Here are some recommendations for posting on discussion boards:

- Keep your post focused on the topic, relating any class readings and materials from the current module in your post (as applicable).
- Proofread and review your response before hitting the Submit button.
- Participate regularly. Improve your learning by being an active and engaged student. Successful students follow and participate in the assigned discussions throughout the module, logging on at least three times a week.
- Post your original thoughts by Sunday, and your peer responses by Tuesday.

Each Discussion Board (DB) assignment will be worth 10 points and will be graded using the following rubric:

	Mastery	Adept	Competent	Needs Improvement
Content of original post 60%	100% responds to the assignment in depth, provides insight and application of the week's materials	66% responds to the assignment and provides examples of insight or application	33% responds to the assignment with little expansion, insight, or application	0% No Posts
Content of additional posts 20%	100% includes questions, offers critique, and fosters collaboration	66% offers constructive feedback but may not grow the conversation	33% are not substantive	0% No Posts
Quantity 20%	100% at least three posts within the timeframe	66% at least two posts within the timeframe	33% at least one post within the timeframe	0% No Posts

Course Schedule

Module	Topics
1	<ul style="list-style-type: none"> ● Social Media Storytelling
2	<ul style="list-style-type: none"> ● Personas in Social Media Storytelling
3	<ul style="list-style-type: none"> ● The Art of Visual Storytelling
4	<ul style="list-style-type: none"> ● The Art of Visual Storytelling (cont.) Social Media Metrics

Student Learning Accommodations: In keeping with University policy, any student with a documented disability interested in utilizing accommodations should contact ACCESS, the office of Disability Services on campus. ACCESS works with students and faculty in an interactive process to explore reasonable and appropriate accommodations via an accommodation letter to faculty with approved accommodations as early as possible each semester. All students are strongly encouraged to meet with their faculty to discuss the accommodations they plan to use in each course.

Contact ACCESS: A170 Living/Learning Center; 802-656-7753; access@uvm.edu; www.uvm.edu/access

UVM's policy on disability certification and student support:

www.uvm.edu/~uvmppg/ppg/student/disability.pdf

Religious Holidays: Students have the right to practice the religion of their choice. If you need to miss class to observe a religious holiday, please submit the dates of your absence to me in writing by the end of the second full week of classes. You will be permitted to make up work within a mutually agreed-upon time.

Academic Integrity: The policy addresses plagiarism, fabrication, collusion, and cheating.

<http://www.uvm.edu/~uvmppg/ppg/student/acadintegrity.pdf>

Grade Appeals: If you would like to contest a grade, please follow the procedures outlined in this policy: <http://www.uvm.edu/~uvmppg/ppg/student/gradeappeals.pdf>

Grading: For information on grading and GPA calculation, go to

www.uvm.edu/academics/catalogue and click on Policies for an A-Z listing.

Code of Student Rights and Responsibilities:

www.uvm.edu/~uvmppg/ppg/student/studentcode.pdf

FERPA Rights Disclosure: The purpose of this policy is to communicate the rights of students regarding access to, and privacy of their student educational records as provided for in the Family Educational Rights and Privacy Act (FERPA) of 1974.

<http://www.uvm.edu/~uvmppg/ppg/student/ferpa.pdf>