

# DMC C161: WRITING FOR SOCIAL MEDIA

| Item                               | Value                             |
|------------------------------------|-----------------------------------|
| Curriculum Committee Approval Date | 12/06/2024                        |
| Top Code                           | 061000 - Mass Communications      |
| Units                              | 3 Total Units                     |
| Hours                              | 54 Total Hours (Lecture Hours 54) |
| Total Outside of Class Hours       | 0                                 |
| Course Credit Status               | Credit: Degree Applicable (D)     |
| Material Fee                       | No                                |
| Basic Skills                       | Not Basic Skills (N)              |
| Repeatable                         | No                                |
| Open Entry/Open Exit               | No                                |
| Grading Policy                     | Standard Letter (S)               |

## Course Description

This course focuses on the essential skills and techniques required for effective writing in social media contexts. Students will learn how to craft engaging, concise, and audience-targeted content across various platforms. The course emphasizes understanding the unique characteristics of platforms, developing a brand voice, and utilizing multimedia elements to enhance storytelling. Through practical assignments and real-world examples, students will develop the ability to create compelling social media content that resonates with diverse audiences. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Identify the unique features and audiences of various social media platforms.
2. Create engaging and tailored content for different social media channels.
3. Incorporate multimedia elements into social media posts to enhance storytelling.
4. Develop a cohesive brand voice and messaging strategy for social media.
5. Analyze and interpret engagement metrics to assess the effectiveness of social media content.

## Course Objectives

- 1. Understand Social Media Dynamics: Explore the role of social media in communication and marketing and its impact on audience engagement.
- 2. Craft Effective Content: Learn to write compelling, concise, and platform-specific content that attracts and retains audience attention.
- 3. Utilize Multimedia: Understand how to incorporate images, videos, and graphics to enhance social media posts and storytelling.
- 4. Develop a Brand Voice: Learn to create and maintain a consistent brand voice across various social media platforms.
- 5. Analyze Engagement Metrics: Evaluate the effectiveness of social media content by understanding key performance indicators and analytics.

- 6. Demonstrate a comprehensive understanding of audience and purpose in social media writing by critically analyzing various forms of social media content and articulating its functions.
- 7. Produce clear and effective writing for diverse social media platforms and audiences by utilizing stylistic and rhetorical techniques, while implementing successful revision and editing strategies to enhance overall content quality.

## Lecture Content

Introduction to Social Media writing Overview of social media platforms and their audiences Importance of effective writing in digital communication Crafting compelling content. Writing techniques for social media Headlines Brevity Hyperlinking Tagging Captions Comments Developing content for diverse audiences Stylistic and Rhetorical techniques Tone Specific language choice Point of view medium; Ethos, Pathos, Logos Writing for engagement Writing for search engine optimization and enhance algorithm visibility Importance of clarity and effective writing skills Sentence structure Paragraph Punctuation Spelling Revision and Editing skills AI and Large language models Prompt development Editing and revising AI responses Limitations and ethics of using AI Liability and legal concerns Multimedia and visual storytelling Incorporating images, video, and graphics sans-serif; Basics of design composition for social media Developing a voice Identifying and creating a consistent brand voice Adapting messaging for different audiences and platforms for consistency Critical analysis of social media content Read and evaluate examples of social media content Identify target audiences and current trends in social media posts Examine promotional content of people, products, and ideas. Explore various social media careers and the types of writing required for each Measuring success and engagement Understanding the basics of social media analytics and metrics Strategies for adapting and optimizing content based upon analytics and metrics

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

## Instructional Techniques

Lecture, discussion, written assignments, oral presentation, project, case-study, and use of social media platforms.

## Reading Assignments

Weekly readings from textbooks and articles that cover social media writing techniques, case studies, and current trends in digital communication. Analysis of successful social media campaigns and content strategies.

## Writing Assignments

Crafting platform-specific posts that demonstrate an understanding of audience engagement and brand voice. Developing a social media content calendar for a hypothetical brand, including diverse content types and scheduling.

## Out-of-class Assignments

Participation in group projects where students create a comprehensive social media campaign for a chosen brand or cause, incorporating content writing, multimedia elements, and strategy. Conducting a

peer review of classmates' social media posts to provide constructive feedback and refine writing skills.

## Demonstration of Critical Thinking

Students will learn critical thinking through: Content Analysis: Evaluating various social media posts and campaigns to identify what works and why, encouraging students to think critically about writing strategies and audience responses. Group Discussions: Engaging in discussions about ethical dilemmas and the impact of social media content fosters analytical thinking and diverse perspectives. Case Studies: Analyzing real-world examples of successful and unsuccessful social media campaigns allows students to apply theoretical concepts and develop informed opinions.

## Required Writing, Problem Solving, Skills Demonstration

Students will complete various writing assignments, including: Social Media Posts: Writing specific posts for different platforms, demonstrating an understanding of audience engagement and platform norms. Content Calendar: Creating a detailed social media content calendar that outlines posts, themes, and strategies over a designated period. Reflection Papers: Writing reflections on the effectiveness of their writing and engagement strategies based on peer feedback and personal assessments. Students will demonstrate problem-solving skills through: Peer Review Exercises: Engaging in peer reviews of each other's social media content, requiring students to identify strengths and weaknesses and suggest improvements.

## Eligible Disciplines

Communication studies (speech communication): Master's degree in speech, speech broadcasting, telecommunications, rhetoric, communication, communication studies, speech communication, or organizational communication OR bachelor's degree in any of the above AND master's degree in drama/ theater arts, mass communication, or English OR the equivalent. Master's degree required. English: Master's degree in English, literature, comparative literature, or composition OR bachelor's degree in any of the above AND master's degree in linguistics, TESL, speech, education with a specialization in reading, creative writing, or journalism OR the equivalent. Master's degree required. Journalism: Master's degree in journalism or communication with a specialization in journalism OR bachelor's degree in either of the above AND master's degree in English, history, communication, literature, composition, comparative literature, any social science, business, business administration, marketing, graphics, or photography OR the equivalent. Master's degree required. Mass communication: Master's degree in radio, television, film, mass communication, or journalism OR bachelor's degree in any of the above AND master's degree in drama/theater arts, communication, communication studies, business, telecommunications, or English OR the equivalent. Master's degree required.

## Textbooks Resources

1. Required Garrand, T.. Writing for Interactive Media Social Media, Websites, Applications, e-Learning, Games, ed. Routledge, 2024
2. Required Miller, C. Writing for Digital Media, ed. Palni Open Press, 2024