

The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. in Political Management

Spring 2017

January 17, 2017 – April 25, 2017

Maximizing Social Media

PMGT6472

3 Credits

Tuesday, 7:10 – 9:40 p.m.

Gelman Library, Rm. B01A, 2130 H Street, NW

BASIC INFORMATION AND RESOURCES

Instructor

Alan Rosenblatt, Ph.D.

Alan Rosenblatt, Ph.D., is a digital communications and social media strategist, professor & thought leader with over 25 years' experience at the digital intersection of politics, advocacy, media, and education. He is Director of Digital Research at Lake Research Partners and Senior Vice President of Digital Strategy at turner4D, providing digital and social media training, strategic counsel and research services to organizations seeking to use social and digital media to more effectively understand public opinion and drive political/advocacy campaigns. Dr. Rosenblatt is also an adjunct professor at Johns Hopkins and American Universities, and formerly served on the faculty at Georgetown, George Mason and Gonzaga Universities, where he teaches courses on digital and social media politics. He was Associate Director for Online Advocacy at the Center for American Progress/CAP Action Fund from 2007-2013, where he created and managed the Center's social media program. Alan is the host of The Dr. DigiPol Show and writes extensively about digital/social media politics and advocacy in his column at SocialMediaToday.com and at HuffingtonPost.com, LinkedIn, Medium and turner4D.com. He previously blogged at CQ-Roll Call's Connectivity.com, BigThink.com and TechPresident.com. Find him on Twitter, YouTube, SlideShare, Facebook and across the web at @DrDigiPol.

Contact Information (DO NOT CONTACT THROUGH BLACKBOARD)

Phone Number: (703) 282-7157

Email Address: AlanRosenblatt@gmail.com

Communication

Please email me any questions or to schedule a call. If I am slow responding, please send me a text message to my phone to prompt me to check your email. I am also available after class by appointment.

Blackboard Site

A Blackboard course site has been set up for this course. Each student is expected to check the site throughout the semester, as Blackboard will be the primary venue for outside classroom communications between the instructors and the students. Students can access the course site at <https://blackboard.gwu.edu>. Support for Blackboard is available at 202-994-4948 or helpdesk.gwu.edu.

Academic Integrity

All members of the university community are expected to exhibit honesty and competence in their academic work. Students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing research, writing papers, and taking exams. Members of the community will be presumed to be familiar with the proper academic procedures and will be held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Academic dishonesty is defined as "cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate

authorization, and the fabrication of information.” Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted through the proper university channels. The University Code of Academic Integrity can be found at <http://studentconduct.gwu.edu/code-academic-integrity>.

Support for Students with Disabilities

GW’s Disability Support Services (DSS) provides and coordinates accommodations and other services for students with a wide variety of disabilities, as well as those temporarily disabled by injury or illness. Accommodations are available through DSS to facilitate academic access for students with disabilities. Please notify your instructor if you require accommodations. Additional information is available at <https://disabilitysupport.gwu.edu/>.

In the Event of an Emergency or Crisis during Class

If we experience some an emergency during class time, we will try to stay at this location until we hear that we can move about safely. If we have to leave here, we will meet at **[fill in proximate location]** in order to account for everyone and to make certain that everyone is safe. Please refer to Campus Advisories for the latest information on the University’s operating status: <http://www.campusadvisories.gwu.edu/>.

Attendance Policy

Attendance is required. As class participation is part of the course requirements, missing class will affect that grade. If you must miss class, please provide advanced notification and make arrangements to get notes from a classmate.

Course Evaluation

At the end of the semester, students will be given the opportunity to evaluate the course through GW’s online course evaluation system. It is very important that you take the time to complete an evaluation. Students are also encouraged to provide feedback throughout the course of the semester by contacting any/all of the following:

Dr. Lara Brown
Acting Director, GSPM
larambrown@gwu.edu | 202-994-4545

Dr. Jack Prostko
Associate Dean for Learning and Faculty Development
College of Professional Studies
jackp@gwu.edu | 202-994-3592

Suzanne Farrand
Director of Academic Administration, GSPM
sfarrand@gwu.edu | 202-994-9309

THE COURSE

Political Management Program Objectives

A Political Management degree prepares students to win campaigns for elective office and policy positions, and to do so in a manner that benefits democracy and society as well as their organization and clients.

In completing the degree, students will be able to:

1. Assess a political environment, develop a strategy to achieve specified goals, and execute that strategy;
2. Draw upon a repertoire of effective campaign communication skills;
3. Collect, evaluate, and incorporate empirical evidence to shape and optimize the strategy;
4. Find, engage, and motivate the right leaders, professionals, and citizens;
5. Recognize and work through recurring political dilemmas in a manner that upholds ethical standards and professional conduct.

Course Description and Overview

These days, it seems everyone is a social media expert. But too many people confuse knowing how to use social media with knowing how to use it to achieve a strategic goal. In the public affairs world, these strategic goals include

- Raising public awareness about a news story, issue or candidate
- Mobilizing people to take action (vote, email Congress, submit a comment to a regulatory agency, etc.)
- Building a community focused on changing a policy or electing a candidate
- Getting people to read a report
- Fundraising for a campaign or advocacy group

or some other goal that advances the mission of an organization or campaign. These are the kinds of things you will learn in this class.

Course Requirements

Assignments: Throughout the course, there are assignments that build towards your final Social Media project. (20% of your grade)

Social Media Project: Each student must produce a social media project that includes creating a set of social media channels for an issue campaign, advocacy organization, political campaign or elected official and writing a strategic plan for the project. They will be required to fully launch and design each of these channels, populate them with content (posts and static), build functional Twitter Lists, and produce a report that documents what they have done and why they did it. The report will include a statement of strategic goals, screen snaps of each social media channel and a discussion of the strategic plan for using these channels to achieve the goals. (50% of grade, final report due at the start of the last class on 4/21/15, breakdown of grade: design of social media channels – 10%, quality of social media content – 15%, final report – 25%)

Class Participation: Students are expected to come to class prepared to discuss the week's assignments. All students are expected to contribute to the in-class discussion. (30% of grade)

Following is the grade scale for all GSPM classes:

Grade*	Grading Standard
A 94-100	Your work is outstanding and ready for submission in a professional environment. Your material, effort, research, and writing demonstrate superior work.
A- 90-93	Represents solid work with minor errors. Overall, excellent work.
B+ 87-89	Very good. Represents well-written material, research, and presentation, but needs some minor work.

B	83-86	Satisfactory work, but needs reworking and more effort. Note that although not a failing grade, at the graduate level, anything below a “B” is viewed as unacceptable.
B-	80-82	You’ve completed the assignment, but you are not meeting all of the requirements.
C+	77-79	Needs improvement in content and in effort. Shows some motivation and concern.
C	73-76	Needs reworking, improved effort, and additional research. Shows minimal motivation and concern.
C-	70-72 (lowest grade to pass)	Poor performance. Major errors, too many misspellings, problems with accuracy, etc.
F	Below 70	Unacceptable performance, or inability to submit the assignment.

*Please note that you may be penalized for late submission of assignment(s).

Required and Recommended Texts and Learning Materials

Books

- Hlinko, John. 2012. *Share, Retweet, Repeat: Get Your Message Read and Spread*. NY, NY: Prentice Hall Press. ISBN-13: 978-0735204614
- Schaeffer, Mark. 2012. *Return on Influence*. NY: McGraw Hill. ISBN-13: 978-0071791090
- Shirky, Clay. 2008. *Here Comes Everybody: The Power of Organizing without Organizations*. NY, NY: Penguin Press. ISBN-13: 978-0143114949
- Sinker, Dan. 2011. *The F***ing Epic Twitter Quest of @Mayor Emanuel*, NY: Scribner. ISBN-13: 978-1451655148

Online Articles and Videos

- Becker, Beth. 2012. Social media trends: Thoughts from the Field. <http://bigthink.com/digital-politics/social-media-trends-thoughts-from-the-field>
- Becker, Beth. 2014. Strategic Rapid Response is not an Oxymoron. <http://connectivity.cqrollcall.com/strategic-rapid-response-is-not-an-oxymoron/>
- Delany, Colin. 2015. Overview: Twitter Advertising for Politics & Advocacy. <http://www.epolitics.com/2014/06/18/overview-twitter-advertising-politics-advocacy/>
- Delany, Colin. 2016. Did ‘Dark’ Facebook Posts Win Trump the White House? <http://www.epolitics.com/2016/11/17/trumps-dark-facebook-posts-win-white-house/>
- Duggan, Maeve. 2015. Mobile Messaging and Social Media 2015. <http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/>
- Facebook. 2015. How to target Facebook Ads. <https://www.facebook.com/business/a/online-sales/ad-targeting-detail>
- Fitch, Brad. 2015. #SocialCongress 2015. <http://www.congressfoundation.org/social-congress-2015-download>
- How Social Media Strategy Changed Election Campaigns. (video) <https://www.youtube.com/watch?v=y0kXc7Xjb7Y>
<http://bigthink.com/digital-politics/social-media-trends-thoughts-from-the-field>
- Kanter, Beth. 2012. What does monitoring your brand on social media channels really mean? <http://www.bethkanter.org/listening/>
- King, Kev. 2014. A Complete Guide to LinkedIn Ads. <http://sproutsocial.com/insights/linkedin-ads-guide>
- Koster, Josh. 2009. Long-tail Nanotargeting. PDF (podcast). <http://personaldemocracy.com/audio/longtail-nanotargeting-google-ads-how-find-your-activists-and-voters-josh-koster-chong-designs>
- Koster, Josh. 2011. C-Span (video) <http://www.c-span.org/video/?297290-2/use-internet-advocacy-campaigns>
31:21.00 – end
- LinkedIn. 2015 Targeted Advertising: Reach your ideal customer on LinkedIn. <https://www.linkedin.com/ads/>

- Owens, Simon 2011. How JESS3 Drove 200,000 Views to a Video. <http://blog.jess3.com/2011/08/how-jess3-drove-200000-views-to-a-video.html>
- Owens, Simon. 2009. How PR People Can Tactfully Locate, Pitch Influential Bloggers. <http://www.pbs.org/mediashift/2009/07/how-pr-people-can-tactfully-locate-pitch-influential-bloggers203.html>
- Owens, Simon. 2011. Inside the social media strategy of a conservative think tank. The Next Web. <http://thenextweb.com/media/2011/03/04/inside-the-social-media-strategy-of-a-conservative-think-tank/>
- Owens, Simon. 2011. Inside the social media strategy of a progressive think tank. The Next Web. <http://thenextweb.com/media/2011/03/18/inside-the-social-media-strategy-of-a-progressive-think-tank/>
- Patterson, Michael. 2014. A Beginner's Guide to Facebook Advertising. <http://sproutsocial.com/insights/facebook-advertising-guide/>
- Perrin, Andrew. 2015. Social Media Usage: 2005-2015. <http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/>
- Purcell, Kristen and Lee Rainie. 2014. Americans Feel Better Informed Thanks to the Internet. <http://www.pewinternet.org/2014/12/08/better-informed/>
- Rosenblatt, Alan. 2010. Measuring the Impact of Your Social Media Program. <http://www.frogloop.com/care2blog/2010/10/19/measuring-the-impact-of-your-social-media-program.html>
- Rosenblatt, Alan. 2010. Rules of Social Media Engagement. <http://www.frogloop.com/care2blog/2010/10/20/rules-of-social-media-engagement.html>
- Rosenblatt, Alan. 2012. What Makes Twitter Social? <http://bigthink.com/digital-politics/what-makes-twitter-social>
- Rosenblatt, Alan. 2013. How to Run a Denial of Hashtag Campaign. <http://www.socialmediatoday.com/content/social-advocacy-politics-how-run-denial-hashtag-campaign>
- Rosenblatt, Alan. 2014. "Ready to Act" Campaigns. <http://connectivity.cqrollcall.com/ready-to-act-campaigns-2/>
- Rosenblatt, Alan. 2014. 3 Steps for Optimizing Facebook Page Wall Posts for Action. <http://www.socialmediatoday.com/content/social-advocacy-politics-3-steps-optimizing-facebook-page-wall-posts-action>
- Rosenblatt, Alan. 2014. Is Your Social Media Audience Optimized for Advocacy? <http://www.socialmediatoday.com/content/social-advocacy-politics-your-social-media-audience-optimized-advocacy>
- Rosenblatt, Alan. 2014. Marketing Advocacy Campaigns Organically. <http://connectivity.cqrollcall.com/organic-marketing-of-advocacy-campaigns/>
- Rosenblatt, Alan. 2014. Organize Your Colleagues First. <http://www.socialmediatoday.com/content/social-advocacy-politics-organize-your-colleagues-first>
- Rosenblatt, Alan. 2014. Staffing Your Digital Campaign Team. <http://www.socialmediatoday.com/content/social-advocacy-politics-staffing-your-digital-campaign-team>
- Rosenblatt, Alan. 2014. Sustainable Content Curation Strategy (or Feeding the Beast). <http://www.socialmediatoday.com/content/social-advocacy-politics-sustainable-content-curation-strategy-or-feeding-beast>
- Rosenblatt, Alan. 2014. Targeting Your Campaign Wall Posts on Facebook. <http://www.socialmediatoday.com/content/social-advocacy-politics-targeting-your-campaign-wall-posts-facebook>
- Rosenblatt, Alan. 2014. The Tweet of Email's Death Was an Exaggeration. <http://www.socialmediatoday.com/content/social-advocacy-politics-tweet-emails-death-was-exaggeration>
- Rosenblatt, Alan. 2016. #HashtagPolitics is Changing How We Engage with Elections. <http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-hashtagpolitics-changing-how-we-engage-elections>
- Rosenblatt, Alan. 2016. What 2016 Election Social Media Buzz Metrics Should We Analyze? <http://www.socialmediatoday.com/special-columns/what-2016-election-social-media-buzz-metrics-should-we-analyze>

- Rosenblatt, Alan. 2016. Social Media is the Primary Point of Contact with Voters. <http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-social-media-primary-point-contact-voters>
- Rosenblatt, Alan. 2016. The Challenge of Tweeting Complex Issues. <http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-challenge-tweeting-complex-issues>
- Rosenblatt, Alan. 2016. Social Media and the Future of Elections. <http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-social-media-and-future-elections>
- Rosenblatt, Alan. 2016. The 2016 Elections and the Facebook Gap. <http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-2016-elections-and-facebook-gap>
- Rosenblatt, Alan. 2016. 3 Ways to Use Twitter to Diversify Your Media Inputs. <http://www.socialmediatoday.com/special-columns/3-ways-use-twitter-diversify-your-media-inputs>
- Rosenblatt, Alan. 2016. Being a Thought Leader in the Digital Age: A Primer. <http://turner4d.com/being-a-thought-leader-in-the-digital-age-a-primer/>
- Rosenblatt, Alan. 2016. What Did Hillary Clinton Leave On the Social Media Table? <http://www.huffingtonpost.com/entry/58419d99e4b04587de5de94d>
- Rosenblatt, Alan. <http://www.c-span.org/video/?297290-2/use-internet-advocacy-campaigns> 000:00:00 - 31:20.00
- Shirky, Clay. Here Comes Everybody: The Power of Organizing without Organizations. (video) <https://www.youtube.com/watch?v=fSJCcDiD-zw>
- Shirky, Clay. Institutions vs. Collaboration. (video) https://www.ted.com/talks/clay_shirky_on_institutions_versus_collaboration
- Smith, Aaron. 2013. Civic Engagement in the Digital Age. <http://www.pewinternet.org/2013/04/25/civic-engagement-in-the-digital-age/>
- Smith, Aaron. 2014. Cell Phones, Social Media and Campaign 2014. <http://www.pewinternet.org/2014/11/03/cell-phones-social-media-and-campaign-2014/>
- Smith, Aaron. 2014. Politics and advocacy in the social media era. <http://www.pewinternet.org/2014/07/29/politics-and-advocacy-in-the-social-media-era/>
- Spiegel, Benjamin. 2014. How to Get Started with LinkedIn Paid Ads. <http://marketingland.com/linkedin-paid-ads-a-beginners-guide-69920>
- Twitter. 2015. How to target your Twitter ads. <https://business.twitter.com/target-your-ads>
- Willis, Derek. 2014. Facebook Says Experiments Prove Ads on its Site Can Spur Donations. <http://www.nytimes.com/2014/12/23/upshot/facebook-says-experiments-prove-ads-on-its-site-can-spur-donations.html>
- Zimmerman, Eilene. 2015. Best Twitter Ad Practices Include Narrow Targets, Videos and Brevity. <http://www.nytimes.com/2015/01/22/business/smallbusiness/on-twitter-best-advertising-practices-include-narrow-targets-videos-and-brevity.html>

Recommended Supplemental Blogs and Resources

- ePolitics. www.epolitics.com
- Social Advocacy and Politics. www.socialmediatoday.com/special-columns/Social-Advocacy-&Politics
- Frogloop. www.frogloop.com
- techPresident. www.techpresident.com
- The Hill's Twitter Room. <http://thehill.com/blogs/twitter-room>
- Mobile Active. www.mobileactive.org
- Connectivity. connectivity.cqrollcall.com
- Pew Internet & American Life Project. www.pewinternet.org
- Digital Politics. www.bigthink.com/blogs/digital-politics
- Mashable. Mashable.com

Tentative Course Calendar*

*The instructor reserves the right to alter course content and/or adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar.

Class Date: 1/17/17

Introduction: Why do social media matter? And Review of Syllabus & course requirements.

1. Source of news – Social media impact on news
2. Networking communities – Big and niche communities online
3. National conversation – Using social media to understand public opinion

Class Date: 1/24/17

Social Media in Public Affairs

Reading Due Today:

- Rosenblatt, Alan. 2016. Being a Thought Leader in the Digital Age: A Primer. <http://turner4d.com/being-a-thought-leader-in-the-digital-age-a-primer/>
- Rosenblatt, Alan. 2012. What Makes Twitter Social? <http://bigthink.com/digital-politics/what-makes-twitter-social>
- Perrin, Andrew. 2015. Social Media Usage: 2005-2015. <http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/>
- Duggan, Maeve. 2015. Mobile Messaging and Social Media 2015. <http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/>
- Smith, Aaron. 2014. Cell Phones, Social Media and Campaign 2014. <http://www.pewinternet.org/2014/11/03/cell-phones-social-media-and-campaign-2014/>
- Smith, Aaron. 2013. Civic Engagement in the Digital Age. <http://www.pewinternet.org/2013/04/25/civic-engagement-in-the-digital-age/>
- Purcell, Kristen and Lee Rainie. 2014. Americans Feel Better Informed Thanks to the Internet. <http://www.pewinternet.org/2014/12/08/better-informed/>
- SLIDESHOW: Smith, Aaron. 2014. Politics and advocacy in the social media era. <http://www.pewinternet.org/2014/07/29/politics-and-advocacy-in-the-social-media-era/>

Class Date: 1/31/17

Social Advocacy Pt. 1: Campaign goals and messages

Reading Due Today:

- Fitch, Brad. 2015. #SocialCongress 2015. <http://www.congressfoundation.org/social-congress-2015-download>
- Rosenblatt, Alan. 2014. "Ready to Act" Campaigns. <http://connectivity.cqrollcall.com/ready-to-act-campaigns-2/>
- Rosenblatt, Alan. 2014. Marketing Advocacy Campaigns Organically. <http://connectivity.cqrollcall.com/organic-marketing-of-advocacy-campaigns/>
- Rosenblatt, Alan. 2014. Is Your Social Media Audience Optimized for Advocacy? <http://www.socialmediatoday.com/content/social-advocacy-politics-your-social-media-audience-optimized-advocacy>
- Rosenblatt, Alan. 2014. 3 Steps for Optimizing Facebook Page Wall Posts for Action. <http://www.socialmediatoday.com/content/social-advocacy-politics-3-steps-optimizing-facebook-page-wall-posts-action>
- Rosenblatt, Alan. 2014. Targeting Your Campaign Wall Posts on Facebook. <http://www.socialmediatoday.com/content/social-advocacy-politics-targeting-your-campaign-wall-posts-facebook>
- Rosenblatt, Alan. 2013. How to Run a Denial of Hashtag Campaign. <http://www.socialmediatoday.com/content/social-advocacy-politics-how-run-denial-hashtag-campaign>
- Hlinko, John. 2012. Share, Retweet, Repeat. All

Assignment:

- Write a one-page memo which will serve as a proposal for your final paper. Your final paper will be a Social Media Advocacy Campaign Plan.
 - Your memo should:
 - Identify the policy issue for your campaign and the desired outcome (goal)
 - Identify your target audiences
 - Identify your campaign's topline message

Class Date: 2/7/17

Social media and the 2016 Elections

Reading Due Today:

- Delany, Colin. 2016. Did 'Dark' Facebook Posts Win Trump the White House? <http://www.epolitics.com/2016/11/17/trumps-dark-facebook-posts-win-white-house/>
- Rosenblatt, Alan. 2016. #HashtagPolitics is Changing How We Engage with Elections. <http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-hashtagpolitics-changing-how-we-engage-elections>
- Rosenblatt, Alan. 2016. What 2016 Election Social Media Buzz Metrics Should We Analyze? <http://www.socialmediatoday.com/special-columns/what-2016-election-social-media-buzz-metrics-should-we-analyze>
- Rosenblatt, Alan. 2016. Social Media is the Primary Point of Contact with Voters. <http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-social-media-primary-point-contact-voters>
- Rosenblatt, Alan. 2016. The Challenge of Tweeting Complex Issues. <http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-challenge-tweeting-complex-issues>
- Rosenblatt, Alan. 2016. The 2016 Elections and the Facebook Gap. <http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-2016-elections-and-facebook-gap>
- Rosenblatt, Alan. 2016. What Did Hillary Clinton Leave On the Social Media Table? <http://www.huffingtonpost.com/entry/58419d99e4b04587de5de94d>

Class Date: 2/14/17

Social PR – Enhancing earned media with social media

Reading Due Today:

- Owens, Simon. 2011. How JESS3 Drove 200,000 Views to a Video. <http://blog.jess3.com/2011/08/how-jess3-drove-200000-views-to-a-video.html>
- Owens, Simon. 2009. How PR People Can Tactfully Locate, Pitch Influential Bloggers. <http://www.pbs.org/mediashift/2009/07/how-pr-people-can-tactfully-locate-pitch-influential-bloggers203.html>
- Kanter, Beth. 2012. What does monitoring your brand on social media channels really mean? <http://www.bethkanter.org/listening/>

Class Date: 2/21/17

Social PR Pt. 2: Targeting and List Building

Reading Due Today (optional):

- Schaeffer, Mark. 2012. Return on Influence. NY: McGraw Hill

Class Date: 2/28/17

Social Media and Advertising

Reading Due Today:

- Delany, Colin. 2015. Overview: Twitter Advertising for Politics & Advocacy. <http://www.epolitics.com/2014/06/18/overview-twitter-advertising-politics-advocacy/>
- Facebook. 2015. How to target Facebook Ads. <https://www.facebook.com/business/a/online-sales/ad-targeting-detail>

- King, Kev. 2014. A Complete Guide to LinkedIn Ads. <http://sproutsocial.com/insights/linkedin-ads-guide>
- LinkedIn. 2015 Targeted Advertising: Reach your ideal customer on LinkedIn. <https://www.linkedin.com/ads/>
- Patterson, Michael. 2014. A Beginner's Guide to Facebook Advertising. <http://sproutsocial.com/insights/facebook-advertising-guide/>
- Spiegel, Benjamin. 2014. How to Get Started with LinkedIn Paid Ads. <http://marketingland.com/linkedin-paid-ads-a-beginners-guide-69920>
- Twitter. 2015. How to target your Twitter ads. <https://business.twitter.com/target-your-ads>
- Willis, Derek. 2014. Facebook Says Experiments Prove Ads on its Site Can Spur Donations. <http://www.nytimes.com/2014/12/23/upshot/facebook-says-experiments-prove-ads-on-its-site-can-spur-donations.html>
- Zimmerman, Eilene. 2015. Best Twitter Ad Practices Include Narrow Targets, Videos and Brevity. <http://www.nytimes.com/2015/01/22/business/smallbusiness/on-twitter-best-advertising-practices-include-narrow-targets-videos-and-brevity.html>

Assignment: Building a Targeted Twitter List of Influencers

- In order to effectively leverage social media for your campaign, you will need to identify a list of targeted influencers who can help spread your campaign to networks of people that trust them. These influencers include press, policy experts, and prominent social activists. Policy makers may also be influencers, though they are also the targets of your influence (some policy makers will be able to influence their colleagues).
 - Please use the various techniques presented last week, as well as any other techniques you are able to identify, to create a list of at least 50 influencers. Organize your list by the categories of influencers mentioned above.
 - Your assignment has the following required deliverables:
 - A clear written explanation of the steps you took to find the influencers on your list(s)
 - Create Twitter lists of your influencers (create 3 separate lists) for 1) Press, 2) Policy Experts & Activist Influencers, and 3) Policy Makers. Provide the URLs for these lists when you submit your assignment.
 - There must be at least 50 influencers, combined, in your lists.

Class Date: 3/7/17

Integrating Social Media and Email

Reading Due Today:

- Rosenblatt, Alan. 2014. The Tweet of Email's Death Was an Exaggeration. <http://www.socialmediatoday.com/content/social-advocacy-politics-tweet-emails-death-was-exaggeration>

Assignment: Setting Up a Facebook Ad

- 1-page memo with 2 screen snaps: 1) the Facebook wall post you plan to boost and 2) the Facebook.com/ads targeting page with all your targeting information.
 - Create an image for your Facebook ad. The image should help to convey a call to action for your campaign (including the text you overlay on the image). The image may not be more than 20% text. Use this tool to check your image: https://www.facebook.com/ads/tools/text_overlay
 - Post the image and your call to action text on your campaign Facebook page. Post as a photo.
 - Take a screen snap of the post.
 - Go to <http://facebook.com/ads> and go through the process of creating an ad to boost the new post. Be sure to select targeting options that match your campaign strategy, and produce a potential audience of 100,000-999,999 people.
 - Take a full screen snap of your targeting page after you fill it out.
 - Do not launch your campaign (that would cost you money)
 - Draft a short memo (1 page) describing your targeting and messaging strategy. Attach your 2 screen snaps to the memo and submit the assignment.

NO CLASS – SPRING BREAK: 3/14/17

Class Date: 3/21/17

Social Media and Organizations: Building an Enterprise Level Social Media Program for an Organization/Campaign

Readings Due Today:

- Owens, Simon. 2011. Inside the social media strategy of a progressive think tank. The Next Web. <http://thenextweb.com/media/2011/03/18/inside-the-social-media-strategy-of-a-progressive-think-tank/>
- Owens, Simon. 2011. Inside the social media strategy of a conservative think tank. The Next Web. <http://thenextweb.com/media/2011/03/04/inside-the-social-media-strategy-of-a-conservative-think-tank/>
- Rosenblatt, Alan. 2014. Organize Your Colleagues First. <http://www.socialmediatoday.com/content/social-advocacy-politics-organize-your-colleagues-first>

Guest Speakers TBD:

- Ashley Woods, Brookings
- Andrea Caumont, Pew Research
- Matt Lira, House GOP Majority Leader's Office
- Mara Veraar, German Marshall Fund

Class Date: 3/28/17

Social Media and Organizing without Organizations

Reading Due Today:

- Shirky, Clay. 2008. Here Comes Everybody: The Power of Organizing without Organizations
- VIDEO: Clay Shirky - Here Comes Everybody: The Power of Organizing without Organizations. <https://www.youtube.com/watch?v=fSJCcDiD-zw>
- VIDEO: Clay Shirky - Institutions vs. Collaboration. https://www.ted.com/talks/clay_shirky_on_institutions_versus_collaboration

Class Date: 4/4/17

Content Strategy and Curation

Reading Due Today:

- Rosenblatt, Alan. 2014. Sustainable Content Curation Strategy (or Feeding the Beast). <http://www.socialmediatoday.com/content/social-advocacy-politics-sustainable-content-curation-strategy-or-feeding-beast>
- Becker, Beth. 2014. Strategic Rapid Response is not an Oxymoron. <http://connectivity.cqrollcall.com/strategic-rapid-response-is-not-an-oxymoron/>
- Rosenblatt, Alan. 2016. 3 Ways to Use Twitter to Diversify Your Media Inputs. <http://www.socialmediatoday.com/special-columns/3-ways-use-twitter-diversify-your-media-inputs>

Class Date: 4/11/17

Integrating social networking online and offline

Reading Due Today:

- Rosenblatt, Alan. 2014. Staffing Your Digital Campaign Team. <http://www.socialmediatoday.com/content/social-advocacy-politics-staffing-your-digital-campaign-team>

Class Date: 4/18/17

Measuring Social Media Success

Reading Due Today:

- Rosenblatt, Alan. 2010. Measuring the Impact of Your Social Media Program. <http://www.frogloop.com/care2blog/2010/10/19/measuring-the-impact-of-your-social-media-program.html>
- Rosenblatt, Alan. 2010. Rules of Social Media Engagement. <http://www.frogloop.com/care2blog/2010/10/20/rules-of-social-media-engagement.html>
- Gainous, Jason. 2013. *Tweeting to Power: The Social Media Revolution in American Politics*. (optional)

Class Date: 4/25/17

Has social media peaked? What is next?

Reading Due Today:

- Sinker, Dan. 2011. *The F***ing Epic Twitter Quest of @Mayor Emanuel*, NY: Scribner
- Becker, Beth. 2012. Social media trends: Thoughts from the Field. <http://bigthink.com/digital-politics/social-media-trends-thoughts-from-the-field>
- Rosenblatt, Alan. 2016. Social Media and the Future of Elections. <http://www.socialmediatoday.com/special-columns/social-advocacy-and-politics-social-media-and-future-elections>

Assignment Due Today:

- Final Report Due

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