



SYLLABUS
SOCIAL MEDIA FOR JOURNALISTS

Instructor: Damian Radcliffe
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Contact Hours: 40
London, UK

COURSE DESCRIPTION

Social Media has changed the way that both journalists - and audiences - find and share news and information. How are these changes affecting journalistic practice? And what are the social media skills that journalists and digital consumers need today?

This class will explore the social media strategies of major UK-based news media outlets and journalists, exploring different social platforms and how you can use them effectively as a journalist.

COURSE OBJECTIVES

Strong social media skills are highly sought after by employers. But usage of these platforms in your personal life doesn't necessarily translate into effective use in a professional, journalistic setting.

This course will redress that by improving your knowledge of how major social networks are being used by audiences, journalists and news publishers. Questions that we will explore include:

- What is the role of social media in the way that audiences find, consume, and share news?
- What are the implications of this for news organizations, brands and journalists?
- What are the characteristics of different social platforms?
- What does this mean for journalism and storytelling?
- How are different social networks used by news organizations to tell + find stories?
- What does that mean for the role of journalists in 2023?
- What can journalists do to manage their digital footprint and mitigate potential harms?
- How are they responding to these challenges? What can you do about it?

At the end of this course, you will have a firm grasp of these key issues, as well as the ability to tell your own stories through social media. TL;DR: This course will address the question: What social media skills and knowledge do I need to have as a journalist and online storyteller in 2023.

LEARNING OUTCOMES

By the end of this course, you will be able to:

1. Understand and describe some of the major trends in social media usage.
2. Explain characteristics of major social platforms; including best practices for them e.g. established networks like Facebook, Twitter, Instagram, Snapchat and Pinterest.
3. Stories formats used on Instagram, Snapchat and other social platforms.
4. Live Video services such as YouTube Live, Twitch and Facebook Live.
5. Messaging-based apps like WeChat, WhatsApp and Line.
6. Platforms growing in influence and impact such as TikTok, BeReal and Reddit.
7. Know where to look for relevant industry information/data/analysis about social media.
8. Create compelling journalistic social media content on different social networks.
9. Use tools such as Google Drive and Medium, for collaborative and individual work.
10. Possesses industry-accepted accreditation for use of the Hootsuite Platform.
11. Critique your own ideas/output – and those of your peers – on social media topics.
12. Recognize the implications of your digital – and social – footprint. And how to manage it.
13. Display a killer LinkedIn profile to the outside world.
14. Display experience of getting hands-on with a variety of new tools and digital apps.
15. Demonstrate published work on a leading website: journalism.co.uk

INSTRUCTIONAL METHODOLOGY

This course will blend lectures and discussions, conversations with guest speakers, practical exercises, and your own reading and research. Given how fast the social media landscape changes - and the sheer breadth of this space – each student will play a key role in helping their peers to develop their own knowledge of this rapidly evolving environment.

Learning methods will include:

- Discussing key market data and trends and their implications.
- Researching and analyzing emerging issues and players.
- Presenting your own research and social media output to your class peers and instructor.
- Producing high-quality journalistic work (written and visual using social media apps).
- Publishing your work on a public-facing class website/blog.
- Online learning modules from industry leaders like Reuters and Hootsuite.

GUEST SPEAKERS

Using our extensive UK media network, as part of this class you will talk to, and hear from, leading journalists and communication professionals in the UK.

Previous speakers (2018, 2019 and 2021) in this class have come from some of the leading news and media organizations around the world, including: BBC News, Conde Nast (Vogue), The Drum, The Economist, First Draft, Google, The Guardian, journalism.co.uk, digital marketing agency Metia, Reuters Institute for the Study of Journalism (Oxford University), So You Want To Be A Journalist, Story Futures, Tony Blair Institute for Global Change, and What’s New In Publishing.

COURSEWORK

For each assignment, you’ll be given a detailed brief on Canvas and in class. Assignments will be a mixture of graded work (A-F) and Complete/Incomplete. Graded work is indicated below via *

Activity	Tasks	% of Grade	Points
Writing	1. Social Media Storytelling (BuzzFeed style piece)*	15%	150
	2. Interview a Journalist / How I Work feature*	10%	100
	3. Lessons learned from guest speakers (group article)*	5%	50
		30%	300
Reflection	4. Weekly reflection x 5 <i>(Story/TikTok, YouTube, IG Carousel, Twitter, Headliner)</i>	15%	150
		15%	150
Portfolio, Tools and Apps	5. About.Me page*	5%	30
	6. Professional LinkedIn site*	7.5%	75
	7. HootSuite Platform Certification	7.5%	75
	8. Reuters Digital Journalism certification	5%	50
		25%	250
Other	9. Class participation and engagement <i>(incl.Scavenger Hunt, Reels, Briefing Docs for Guests etc.)</i>	30%	300
		30%	300
TOTAL		100%	1,000

Many of the smaller assignments fall into the latter category but be sure to complete them all. It's a quick (and relatively easy) way to rack up a baseline of points for the class. By the same token, failing to do them will make it very hard to pass this class...

Course Schedule and Assignments

This schedule is a draft and is subject to amendment. Items in red are not yet confirmed.

Week	Activities
<p>1 (26 June - 02 July)</p>	<p><u>Tuesday (9.30am – 12.00pm)</u></p> <ul style="list-style-type: none"> • Introduction to the class. • Digital Footprint exercise. • How you use social media • Working together: Guest Speaker, Marcela Kunova, editor Journalism.co.uk • Lessons learned: Katie Corah, Account Executive on Corporate/B2B team at Spider PR. SOJC'21 (GEO '19) <p><i>Homework:</i> practice creating memes and communicating ideas in a visual, social media-friendly format.</p> <p><u>Wednesday (9.30am – 12.00pm)</u></p> <ul style="list-style-type: none"> • Show and Tell: Your Memes • State of Social Media (Presentation and Discussion) / History of Social? • Introduce <i>Interview A Journalist</i> assignment. • Assign Guest Speaker and Newsroom Visit groups/pairs <p><u>HOMEWORK: DUE SUNDAY NIGHT</u></p> <ul style="list-style-type: none"> • Briefing Documents for Guest Speakers and Class Visits: in groups (x3) you will provide a briefing + presentation for the whole class on each guest speaker and each visit that we are undertaking. These will be presented to the class on Monday. • Instagram Reel – London Week One • Complete your Reflection for Week One (YouTube) • Produce your slide for our Monday morning "What's Trending" discussion. (<i>Students TBD</i>)

2
(3-9 July)

Monday (1.00pm – 6.00pm)

- What's trending? (*Students TBD*)
- Presentations and Discussion on your Briefing Documents homework - looking at our guests and the visits we have lined up, providing the key context, areas we want to explore and looking at their social footprint.
- Guest Speaker: Laura Oliver, freelance journalist, editor and audience engagement consultant. Former Head of Audience and Social at The Guardian.
- Check in on progress with the *Interview a Journalist* assignment.

If time: Discussion about the History of Social Media. / How has social changed journalism

Leave at 3/3.30pm. (Session 3.30/4pm+)

- **VISIT** to Condé Nast hosted by Sarah Marshall, Global Executive Director, Distribution & Channel Strategy at Condé Nast.

Wednesday (9.30am - 12.00pm)

- Social Media Scavenger Hunt. You'll be going out and about with a peer, or two, getting hands-on with a variety of social media apps and London.

Homework:

- Complete any outstanding materials from your Scavenger Hunt. That means: 1) submit the link to your content here; 2) add up how many points you got and peer review another group's effort too

HOMEWORK: DUE SUNDAY NIGHT

- Due: Interview A Journalist
- Due: Scavenger Hunt
- Guest Speaker reflections: Laura Oliver + Conde Nast (All + Group Write-Ups)
- Produce your slide for our Monday morning "What's Trending" discussion. (*Students TBD*)
- Complete your Reflection for Week 2 - This week you'll be using the Headliner app.

3
(10-16 July)

Monday (1pm-6pm)

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- What's trending? (*Students TBD*)
- How has social media changed journalism? Preso + Discussion (*Possibly completed in Week 2*)
- Intro to About.Me
- Intro to LinkedIn: walkthrough assignment.

Leave at 2pm.

- **VISIT** - WE Communications 2.30pm – 3.30pm.
Hosted by Julia Zinsmeister, Senior Account Director at WE Communications, SOJC '16.

4pm+ travel back to Office + reflection from meeting at WE Communications

- 5-6pm Guest Speaker: Dr. Vince Medeiros, TCO London Co-Founder & Publisher: Sandwich, Huck and Little White Lies, SOJC 2000.

Tuesday (9.30am – 12.00pm)

- Review Scavenger Hunt
- Intro to Social Media Storytelling feature. Set up of assignment.
- Intro Hootsuite assignment (Due Sunday)
- How news orgs and brands use Instagram: in-class exercise

If time: Create a Story – in-class exercise using materials in the public domain

- Guest Speaker: Olivia Singer, Marketing Content Manager at Elixirr, SOJC '17.

Friday (1.00pm – 3.30pm)

- No class. Use this time instead to complete your Hootsuite Platform certification. This takes c. 2.5 hours to complete, the same length of time as class. A copy of your certification is due on Sunday night.

HOMEWORK: DUE SUNDAY NIGHT

- Complete your Week 3 Reflection. This week you'll be using Instagram.
- Complete your Hootsuite Platform_certificate (takes 2.5 hours)
- Submit your draft About.Me page.

	<ul style="list-style-type: none"> • Begin work on your LinkedIn profile. • Guest Speaker reflections: Julia Zinsmeister, Dr. Vince Medeiros and Olivia Singer. <i>(All + Group Write-Ups)</i> • Produce your slide for our Monday morning "What's Trending" discussion. <i>(Students TBD)</i>
<p>4 (17-23 July)</p>	<p><u>Tuesday (9.30am-12.00pm)</u></p> <ul style="list-style-type: none"> • What's trending? <i>(Students TBD)</i> • About.Me drafts – peer review. • Pitches: Social Media Storytelling feature. <p><u>HOMEWORK: DUE SUNDAY NIGHT</u></p> <ul style="list-style-type: none"> • Submit your final About.Me page. • Submit your LinkedIn profile. • Complete your Reflection for Week 4. This week, it's a Twitter thread. • Produce your slide for our Monday morning "What's Trending" discussion. <i>(Students TBD)</i>
<p>5 (24 – 30 July)</p>	<p><u>Monday (1.00pm-3.30pm)</u></p> <ul style="list-style-type: none"> • What's trending? <i>(Students TBD)</i> • News Brands on TikTok – exercise • Visit to The New York Times, London Bureau, hosted by Kaly Soto, Night Editor, former editor of the Daily Emerald. SOJC '95. <p><u>Wednesday (9.30am – 12.00pm)</u></p> <ul style="list-style-type: none"> • Twitter workshop incl. Live Tweeting Practice, Moment, Thread. • Guest Speaker: TBD • End of term evaluation + recap. • Next Steps. <p><u>HOMEWORK: DUE SUNDAY NIGHT</u></p> <ul style="list-style-type: none"> • Guest Speaker reflection: Kaly Soto, +1 <i>(All + Group Write-Ups)</i> • Complete your Reflection for Week 5 / End of term career reflection. (TikTok) • IG Reel – London • Reuters Assignment • Social Media Storytelling

INSTRUCTOR BIOGRAPHY

Damian Radcliffe, Professor of Practice, Carolyn Chambers Professor of Journalism

[Damian Radcliffe](#) is a journalist, researcher, and professor [based at the University of Oregon](#). Alongside holding the Chambers Chair at the School of Journalism and Communication (SOJC), he is also a Professor of Practice, an affiliate faculty member of the Department for Middle East and North Africa Studies (MENA) and the [Agora Journalism Center](#), a Research Associate of the Center for Science Communication Research (SCR) and a member of the Provost's Teaching Academy.



Damian is a three-time [Knight News Innovation Fellow](#) at the Tow Center for Digital Journalism at Columbia University, an [Honorary Research Fellow](#) at Cardiff University's School of Journalism, Media and Culture Studies (JOMEC), and a Life Fellow of the Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA).

In Spring and Summer 2023, he is a Visiting Fellow at the Reuters Institute for the Study of Journalism at Oxford University, his alma mater.

With over 25 years of experience in the media industry, Damian has worked in editorial, strategic, research, policy and teaching roles in the USA, Middle East and UK. He has worked across all platforms (audio, TV, digital and print) and all media sectors (commercial, public, community and non-profit, regulatory and academia).

He continues to be an [active journalist](#), writing regular features for [Digital Content Next](#), the [International Journalists' Network](#) (IJNet), [What's New in Publishing](#), [journalism.co.uk](#) and [other outlets](#). His work focuses on digital trends, social media, technology, the business of media, and the evolution - and practice - of journalism.

As an analyst, researcher and trainer, he has worked with a wide range of additional industry and academic organizations including the BBC World Service, Facebook, FIPP, INMA, Thomson Reuters Foundation, World Association of News Publishers (WAN-IFRA) and the United Nations.

He has been quoted on issues relating to digital media and journalism by major outlets such as AFP, BBC News, Business Insider, Editor & Publisher, NPR, The New York Times, Snapchat, Wired and Voice of America. As a freelance journalist, his work has been published by leading publications and trade outlets such as the BBC, Columbia Journalism Review (CJR), Harvard's Nieman Lab, HuffPost, PBS MediaShift, Poynter, TheMediaBriefing and ZDNet.

Originally from the UK, Damian lives in Eugene, OR, with his wife and three young children. He holds a BA in Modern History and MA (Oxon) from the University of Oxford.

Find out more: <http://journalism.uoregon.edu/member/radcliffe-damian/>