UAB
Universitat Autònoma de Barcelona

2020/2021

Creation and Management of Social Network Content

Code: 104787
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OB	2	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

Name: Cristina Pulido Rodriguez

Email: Cristina.Pulido@uab.cat

Use of Languages

Principal working language: spanish (spa)

Some groups entirely in English: No

Some groups entirely in Catalan: No

Some groups entirely in Spanish: Yes

Teachers

Santiago Tejedor Calvo

Xavier Ortuño Iserte

Prerequisites

The student must present a mastery of office automation and an advanced management of web browsing. A basic use of the main social media is recommended.

Objectives and Contextualisation

1. To know the keys to the management of social networks for the dissemination of content.

2. To learn the basics of writing on the network.

3. To analyze the relevant tools for the Search engine optimization

Competences

- Adapt the communication generated by the organisation itself to the language of the traditional and digital Media.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.

- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Cross-check information to establish its veracity, using evaluation criteria.
2. Find what is substantial and relevant in documents within the subject.
3. Perform communicative activities in written, audio, audiovisual and digital formats.
4. Prepare audio and audiovisual documents to be sent to mainstream journalists or used in the organisation's own media.
5. Produce and manage news content for social networks of all kinds.
6. Recognise the complexity of freedom of expression and the limits to it when producing information documents for any type of medium.
7. Submit course assignments on time, showing the individual or group planning involved.
8. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

1) Communication, organizations and social networks.

2) Social networks: characteristics, potentialities and advanced use.

3) Digital ecosystem: Conception, design and management.

4) Fundamentals of writing for the Internet.

5) Contents and networks (I): from information to promotion.

6) Contents and networks (II): from inbound marketing to storytelling.

7) Social networks and communication crisis.

8) Content positioning.

9) Digital audiences.

10) Case studies.

Methodology

The methodology of the course is based mainly on practices (comments, reviews, practices, etc) and theoretical sessions. The weight but of the subject will fall more on the practical part.

The detailed calendar with the content of the different sessions will be displayed on the day of the presentation of the course. It will also be posted on the Virtual Campus where students will find a detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper monitoring of the subject. In the event of a change in teaching methods for health reasons, the teaching staff will inform students of the changes that will take place in the course programme and in the teaching methodologies.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical lessons	15	0.6	1, 2

Type: Supervised			
Practices	33	1.32	4, 7, 5, 3, 6, 8
Project tutoring	15	0.6	7, 5
Type: Autonomous			
Study and activities	20	0.8	1, 4, 7, 5, 3, 6, 8, 2

Assessment

The evaluation of the course will have two clearly differentiated parts and all will have to be passed:

1) The learning activities (60%): practices, comments, reviews, etc.
2) The evaluation of the theoretical contents (40%): tests and exams.

The course consists of the following evaluation activities:

Activity A: Examens, 40% on the final qualification.
Activity B: Practices, 40% on the final qualification.
Activity C: Project, 20% on the final qualification.

In order to pass the course, it will be necessary to obtain a minimum of 5 in each part (A,B,C)

Students will be entitled to make up the course if they have been assessed on all the activities, the weight of which is equivalent to a minimum of 2/3 of the total grade of the course.

The proposed teaching methodology and assessment may undergo some modification depending on the restrictions on attendance imposed by the health authorities.

The student who carries out any irregularity (copying, plagiarism, impersonation,...) will be marked with 0 for this evaluation. In case of several irregularities, the final grade of the course will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40	4	0.16	1, 6, 2
Practices	40	35	1.4	4, 7, 5, 3, 8
Project	20	28	1.12	1, 4, 7, 5, 3, 6, 8, 2

Bibliography

AA.VV. (2014). *Escribir para la Red: Reflexiones sobre la nueva (y vieja) escritura informativa 'online'*. Barcelona: Gabinete de Comunicación y Educación.

CAMUS, JUAN CARLOS (2009). *Gestión de contenidos digitales. Tienes 5 segundo*s. Link: https://blogdelmedio.com//wp-content/uploads/2010/03/juan-carlos-camus-tienes-5-segundos-libro.pdf

HOHMANN, James (2011). *Las 10 mejores prácticas para medios sociales. Guías útiles para las organizaciones periodísticas.* ASNE (American Society of News Editors)

JARABA, GABRIEL (2015). *Twitter para periodistas: cómo usar con profesionalidad el microblogging para sacar partido de la red*. Barcelona: UOC

JARABA, GABRIEL (2017). YouTuber: Cómo crear vídeos de impacto y triunfar con ellos en internet. Ma Non Troppo.

SALAVERRÍA, RAMON. (2019). Periodismo digital:25 años de investigación. Artículo de revisión. *El Profesional de La Informació*n,28(1), 1-27. Link:https://recyt.fecyt.es/index.php/EPI/article/view/69729/42172

VARELA, JUAN (2009). *"El periodista como red social".* Periodistas21. Link: http://periodistas21.blogspot.com/2009/03/el-periodista-como-red-social.htm

**** During the course we will work with materials derived from specialized websites, cyber media and blogs.