

**Design, Content Management and Strategy
Management for Social Media**

Code: 105013
ECTS Credits: 6

| Degree | Type | Year | Semester |
|-----------------------------------|------|------|----------|
| 2501928 Audiovisual Communication | OT | 3 | 1 |
| 2501928 Audiovisual Communication | OT | 3 | 2 |
| 2501928 Audiovisual Communication | OT | 4 | 1 |

Contact

Name: Xavier Ortuño Iserte

Email: xavier.ortuno@uab.cat

Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Teachers

Xavier Salla García

Prerequisites

The student must have knowledge at user level of social networks, Internet browsing, online information search and graphic resource management tools (Photoshop, Canva ...)

Objectives and Contextualisation

1. Know the social networks, understand the platforms of publication of contents and his characteristics.
2. Create content for social networks following the guidelines for publication and design for screens.
3. Manage content on social networks and understand the tools for measuring the performance of networks.
4. Understand the legal framework of social networks.
5. Diagnose and manage communication crises on social networks.
6. Know and analyze the good and bad practices of social media posts.

Competences

Audiovisual Communication

- Demonstrate creative capacity in audiovisual production.
- Disseminate the area's knowledge and innovations.
- Manage time effectively.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Use advanced technologies for optimum professional development.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Apply the technologies and systems used to process, process and transmit information for new audiovisual media genres and formats.
2. Apply theoretical principles to creative processes.
3. Disseminate the area's knowledge and innovations.
4. Generate quality audiovisual products with innovative aesthetics.
5. Manage time effectively.
6. Master technological tools for audiovisual production.
7. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
8. Use advanced technologies for optimum professional development.
9. Use one's imagination with flexibility, originality and ease.
10. Use the language of each of the audiovisual media in modern combined forms or in digital media for carrying infographics products.
11. Use the language of each of the audiovisual media in modern combined forms or in digital media for conducting journalistic documentaries.

Content

Fundamentals of social networks

Definition and elaboration of a social media plan

Writing for screens and social media

Digital content design parameters for networks.

Basic fundamentals of SEO and web and social media analytics.

Digital identity: Branding and digital image

Communicative crisis management.

The legality of content on social networks.

Case study and trends.

The content of this subject will be sensitive to aspects related to the gender perspective.

The detailed calendar with the content of the different sessions will be presented on the day of presentation of the subject.

It will also be posted on the Virtual Campus where students will be able to find a detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper follow-up of the subject.

In case of change of teaching modality for health reasons, the teachers will inform of the changes that will take place in the programming of the subject and in the teaching methodologies.

Methodology

The subject is designed for independent student learning.

Students will attend theoretical sessions where the teacher will explain the main concepts, propose debates and show examples and cases.

The practical classes are a fundamental part of the subject where the students, through the realization of punctual practices and of a work of course will apply the theoretical knowledges and will develop of own by means of the same.

The Virtual Campus will be the base of work of the subject where the agenda, the sessions and the activities that will be carried out will be communicated.

Note: 15 minutes of a class will be reserved, within the calendar established by the center / degree, for students to complete the surveys for evaluating the performance of teachers and evaluating the subject / module.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

| Title | Hours | ECTS | Learning Outcomes |
|----------------------------|-------|------|--------------------------|
| Type: Directed | | | |
| Evaluation activities | 6 | 0.24 | 2, 1, 3, 5 |
| Independent study and work | 30 | 1.2 | 9, 7, 5, 11, 10 |
| Laboratory | 27 | 1.08 | 2, 9, 1, 7, 4, 5, 11, 10 |
| Type: Supervised | | | |
| Master classes | 15 | 0.6 | 2, 3 |
| Tutorials | 7 | 0.28 | |
| Type: Autonomous | | | |
| Virtual campus | 3 | 0.12 | |

Assessment

The evaluation system will have two clearly differentiated parts:

PRACTICAL PART: 70%.

THEORETICAL PART: 30%.

The course consists of the following assessment activities:

PRACTICAL PART: Project (30% on the final grade) and Internships (40% on the final grade).

THEORETICAL PART: Exam (30% on the final grade).

In order to pass the course, a minimum grade of 5 must be taken in each activity.

Aspects to consider:

Students will be entitled to the recovery of the subject if they have been evaluated from the set of activities whose weight is equivalent to a minimum of 2/3 of the total grade of the subject.

In order to be able to present the recovery of the subject, it will have been necessary to obtain the average mark of 3.5.

The activities that are excluded from the recovery process are: Project.

As it is a continuous evaluation, all the scheduled evaluable tests must be carried out. (In exceptional cases, and with the prior approval of the teaching staff, a different evaluation system may be designed).

In order to pass the subject, both the practical and the theoretical part must be passed (obtaining the grade equivalent to a 5 out of 10, in each of the parts).

In case of passing one of the parts and suspending the other, the student will have the qualification of suspension.

In the event that the student commits any irregularity that may lead to a significant variation in the grade of an assessment act, this assessment act will be graded with 0, regardless of the disciplinary process that may be instructed. In the event of several irregularities in the evaluation acts of the same subject, the final grade for this subject will be 0.

More than three misspellings in some works will result in the suspension of these.

The grade obtained in the theory reassessment will be the final grade for this part.

The mark obtained in the re-evaluation of practice will average with the mark obtained in the practices of the course.

Students who wish to raise their mark will also be able to access the re-assessment tests (theoretical and practical). The new grade will be the final one in the theoretical part and will average with the rest of the practices in the practical part.

In the case of a second registration, students will be able to take a single synthesis test that will consist of a theory and practice exam.

The grade of the subject will correspond to the grade of the synthesis test.

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|--------------------|-----------|-------|------|-----------------------------------|
| Exam | 30 | 6 | 0.24 | 2, 11, 10 |
| Practical sessions | 40 | 40 | 1.6 | 2, 9, 1, 7, 3, 6, 4, 5, 11, 10, 8 |
| Project | 30 | 16 | 0.64 | 2, 9, 1, 7, 6, 4, 5, 8 |

Bibliography

- Martínez, Claudia (2020). Storytelling en redes sociales: 10 tips creativos para atraer. Link: <https://www.cyberclick.es/numerical-blog/storytelling-en-redes-sociales-tips-creativos-para-atraer>
- Monserrat Gauchí, Juan; Sabater Quinto, Federico (2017). *Planificación estratégica de la comunicación en redes sociales*. Barcelona: UOC.
- Pérez-Soler, Susana (2017). *Periodismo y redes sociales. Claves para la gestión de contenidos digitales*. Barcelona: UOC.
- Prodigioso Volcán (2021). Del ego a la tribu. Tendencias de redes sociales para 2021. Link: https://www.prodigiosovolcan.com/wp-content/uploads/2021/02/Del-ego-a-la-tribu_11-tendencias-RRSS-
- Pugimartín, Mariona (2018). 4 casos de reputación online y gestión de crisis. Link: <https://aprendiendomkt.com/4-casos-de-reputacion-online-y-gestion-de-crisis/>
- Tejedor, Santiago (2019). Herramientas digitales para comunicadores. Link: <http://www.gabinetecomunicacionyeducacion.com/sites/default/files/field/publicacion-adjuntos/herramientas>
- 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 segundos*. 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)

Software

The content production workshop will work on online tools.