

2024SP - HRM & SOCIAL MEDIA 37:533:355:90/91

Special Topics in Human Resource Management: Social Media

Rutgers University–Spring 2024

37:533:323:90/91

Instructor: Ashe Husein

M.C.I.S, M.H.R.M. E-mail: asheh@rutgers.edu

Office Hours: By appointment

Teaching Aides:

Chioma Peace Okonkwo cpo43@scarletmail.rutgers.edu

Teaching Aide: Vera Lamptey vfl6@scarletmail.rutgers.edu

| Assessment | % of Grade |
|---|------------|
| First Things First | 1 |
| Elevator Pitch | 7 |
| Social Engineering through social media | 7 |
| Social Media Posts Gone Wrong | 7 |
| Your Data | 6 |
| SM and Recruitment7 | 7 |
| Human Resources 1 | 7 |
| Midterm | 15 |
| Social Media and HR | 7 |
| Social Media Manipulation7 | 7 |
| Choice7 | 7 |
| DEI and Social Media | 7 |
| Final | 15 |
| | 100 |

Please take a moment to review the following link. It provides you with access to information on how to receive extra support for (a) victim and mental health services, (b) academics, and (c) financial help (mainly emergencies).

<https://smlr.rutgers.edu/academic-programs/current-students>Links to an external site.

REQUIRED TEXT:

There are no textbooks required for this course. You will be required to read articles available to you through Canvas.

COURSE DESCRIPTION:

Social media has transformed our lives in ways we never imagined. This course is designed for individuals interested in social media, its consequences, and how it can be leveraged in the human resources field. The course will cover topics

such as social networking, why and how the business world uses it, sharing corporate culture on social media and technologies, and skills for designing and implementing social media for HR. We will examine social media from a cultural perspective, focusing on how media technologies are integrated into everyday practices, human resources, and forming relationships and identities.

COURSE OVERVIEW:

We will define Social Media broadly, considering various social network platforms, smartphone apps, and other technologies. The main aim is to familiarize you with social media platforms and encourage you to become proficient with these tools. You can use social media tools in the human resources function to benefit your organization. We will summarize the Social Media Policy structure.

Throughout the course, you will gain practical experience and learn best practices related to Social Media. You will also develop insights you can apply in your future professional career and learn how to use new social tools to enhance job search, recruiting, communication, and overall work effectiveness. You will have access to the course materials and receive prompt feedback and guidance.

COURSE OBJECTIVES:

- 1.) Understand the culture of professional social engagement and socially enabled organizations and professions.
- 2.) Learn digital literacy, social media etiquette, and engagement with various social media platforms and tools.
- 3.) Develop team-building and collaboration skills through the professional use and integration of multiple social networks like Twitter, Facebook, LinkedIn, Instagram, and others.
- 4.) Gain insight through hands-on technical experience with professional social sharing, listening, monitoring, and analytics using digital tools.
- 5.) Evaluate HR social media strategy and integration across multiple departments and industries.

COURSE EXPECTATIONS:

People learn by doing. You will gain hands-on experience with new/current digital tools and social media platforms to understand and evaluate professionals' best practices and strategies. We all learn better in an open and informal classroom atmosphere.

COURSE DELIVERABLES

Assignments: You will read a selected article discussing a specific social media aspect every week.

Most essays will have a minimum requirement of two pages long and double-spaced with a 12-point Times New Roman font requirement. (Please check the individual assignment for page length requirements.)

*Please only include your name on the left-hand side of the paper. **(Projects will have different requirements)***

Project: There are three projects in this course. The first will be the INTRODUCTION, followed by the MIDTERM PROJECT, and finally, the FINAL PROJECT.

COURSE GRADING:

Students who violate Rutgers Academic Integrity Policy will face disciplinary action, including sharing quiz answers and plagiarizing assignments. Turnitin score >10% triggers investigation for plagiarism. Using AI (Chat GPT) will result in an F in the assignment and an investigation for violating the Rutgers Academic Integrity Policy.

Definition of plagiarizing:

: to steal and pass off (the ideas or words of another) as one's own: use (another's production) without crediting the source : to commit literary theft: present as new and original an idea or product derived from an existing source

LATE WORK

Submitting your assignments on time is essential for full credit, as any submission after the due date cut-off assignments will be penalized by 10% per day. The Canvas platform automatically applies this penalty up to 48 hours after the due date. However, any late submissions beyond this 48-hour (10% every 24 hours) will NOT be accepted and will result in 0.

If you have a valid excuse for being late (excluding work schedule, traveling, or forgetting), you can reach out to the instructor and only the instructor. Please do NOT email late work.

You shouldn't wait until the last minute to submit your assignment. If you encounter any technical or other issues, I recommend not waiting until the due date to seek help (via the OIT Helpdesk) at 732-445-HELP.

Course Summary:

| Date | Details |
|------------------|---|
| Tue Jan 30, 2024 | Assignment Academic Integrity Contract |
| | Assignment Read "First things first". |
| Sun Feb 4, 2024 | Assignment Elevator Pitch |
| Sun Feb 11, 2024 | Assignment Social Engineering through Social Media |
| Sun Feb 18, 2024 | Assignment Social Media Posts Gone Wrong |
| Sun Feb 25, 2024 | Assignment Your Data |
| Sun Mar 3, 2024 | Assignment SM and Recruitment |
| Sun Mar 17, 2024 | Assignment Midterm |
| Sun Mar 24, 2024 | Assignment Human Resources |
| Sun Mar 31, 2024 | Assignment Social Media and HR |
| Sun Apr 7, 2024 | Assignment Social Media Manipulation |
| Sun Apr 14, 2024 | Assignment Choice |
| Sun Apr 21, 2024 | Assignment Promote your diversity, equity, and inclusion initiatives. |
| Mon May 6, 2024 | Assignment Final Project |
| | Assignment Extra Credit |