

Special Topics in Human Resource Management: Social Media
Rutgers University–Spring 2023
37:533:323:90/91

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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 assistance (mainly emergencies). I encourage you to click the link and

<https://smlr.rutgers.edu/academic-programs/current-students>

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 altered our lives in ways we didn't know are possible. I designed this course for those with a strong interest in Social Media, the consequences of Social Media, and how these tools can be in Human Resources. Topics covered will include social networking, the how/why the business world leverages them, sharing corporate culture on Social Media and technologies, and skills in designing and implementing social media for Human Resources. We will also examine social media from a cultural perspective with a focus on how media technologies figure into practices of everyday life, Human Resources, and in the construction of relationships and identities.

COURSE OVERVIEW:

We will work from an expansive definition of Social Media; we will consider various social network platforms, smartphone apps, and other technologies. The overall goal is to introduce you to the various forms of social media and to encourage the facility with these tools. You should be able to understand and use social media tools effectively across the human resources function to contribute to their organizations' advantage as well as introduce you to the Social Media Policy structure.

You will gain practical experience while learning best practices around Social Media, developing insights you can carry into your professional career, learn how to use new social tools to augment job search/recruiting/communication and work effectiveness. I encourage you to discover the materials in your own way and at your own speed while getting feedback and guidance.

COURSE OBJECTIVES:

- 1.) Understand the culture of professional social engagement and socially enabled organizations and professions.
- 2.) Learn digital literacy and social media etiquette and social media engagement with a variety of 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.
- 5.) Through hands-on technical experience with professional social sharing, listening, monitoring, and analytics using digital tools, gain insight.
- 6.) Evaluate HR social media strategy and integration from 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 best practices and strategies being used by professionals. I think we all learn better in an open and informal classroom atmosphere.

COURSE DELIVERABLES

ASSIGNMENTS: Every week, you will read a selected article that discusses a specific aspect of social media.

PROJECT: There are 3 projects in this course. The first will be the INTRODUCTION. The MIDTERM PROJECT and the FINAL PROJECT.

COURSE GRADING:

Any student found violating the Rutgers Academic Integrity Policy. will be subject to disciplinary action. This includes sharing quiz answers, **plagiarizing assignments**, etc. If you receive a Turnitin score of over 10% we will investigate you for plagiarism.

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

Assignments that are over 24 hours late will be subjected to a **10% penalty per day**. Canvas automatically applies this **10% daily penalty up to 48 hours after the due date. Anything after will NOT be accepted**. Please do NOT email me late work, if you have a valid excuse for being late (not including work schedule, traveling, or forgetting, **you can reach out to the instructor and only the instructor**).

Do not wait until the night that your assignment is due to turn it in. If you have a technical issue (or any issue), it's your responsibility for waiting until the due day.

Grade	Numeric Grade	Assessment	% of Grade
A	90 - 100	Introduction	10
B+	85 - 89	Weekly Reading	30
B	80 - 85	Midterm Project	20
C+	75 - 79	Social Engineering	10
C	70 - 75	HR SM	10
D	60 - 69	Final Project	20
F	< - 59	Total	100

Course Summary:

Date	Details	Due
Sun Jan 29, 2023	Assignment <u>Academic Integrity Contract</u>	due by 11:59pm
	Assignment <u>Read "First things first".</u>	due by 11:59pm
Sun Feb 5, 2023	Assignment <u>Elevator Pitch</u>	due by 11:59pm
Sun Feb 12, 2023	Assignment <u>Social Engineering through Social Media</u>	due by 11:59pm
Sun Feb 19, 2023	Assignment <u>Your Data</u>	due by 11:59pm
Sun Feb 26, 2023	Assignment <u>SM and Recruitment</u>	due by 11:59pm
Sun Mar 5, 2023	Assignment <u>Human Resources 1</u>	due by 11:59pm
Sun Mar 26, 2023	Assignment <u>Midterm</u>	due by 11:59pm
Sun Apr 2, 2023	Assignment <u>Social Media and HR</u>	due by 11:59pm
Sun Apr 16, 2023	Assignment <u>Social Media Manipulation</u>	due by 11:59pm
Sun Apr 23, 2023	Assignment <u>Choice</u>	due by 11:59pm
Sun Apr 30, 2023	Assignment <u>DEI and Social Media</u>	due by 11:59pm
Thu May 4, 2023	Assignment <u>Final Project</u>	due by 11:59pm