Human Resource Management & Social Media
Rutgers University-Summer 2024
37:533:355:H1
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Office Hours: By appointment

REQUIRED TEXT:
No textbooks are 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 broadly define social media, 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 must be a minimum of two pages long and double-spaced, with a 12-point Times New Roman font if there is any deviation. (Please check the individual assignment for page length requirements.) Please only include your name on the left-hand side of the paper.* ***(Projects may 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

If you submit your assignments on time, it's 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 contact 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 do, you risk missing the cutoff. If you have any technical or other issues, do not wait until the due date to seek help (via the OIT Helpdesk) at 732-445-HELP or the instructor.

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). I encourage you to click the link and [https://smlr.rutgers.edu/academic-programs/current-studentsLinks to an external site.](https://smlr.rutgers.edu/academic-programs/current-students)

Assessment	% of Grade
First Things First	2
Elevator Pitch	8
Social Engineering through Social Media	8
Your Data	8
SM and Recruitment	8
Midterm	17
Social Media and HR	8
Social Media Manipulation	8
Choice	8
DEI and Social Media	8
Final	17
Total	100

Grade	Numeric Grade
A	90 - 100
B+	85 - 89
B	80 - 85
C+	75 - 79
C	70 - 75
D	60 - 69
F	< - 59

Course Summary:

Date	Details
Mon Jul 15, 2024	Assignment [Elevator Pitch](#)
	Assignment [Social Engineering through Social Media](#)
Wed Jul 17, 2024	Assignment [Read "First things first".](#)
Mon Jul 22, 2024	Assignment [SM and Recruitment](#)
	Assignment [Your Data](#)
Mon Jul 29, 2024	Assignment [Midterm](#)
	Assignment [Social Media and HR](#)
Wed Jul 31, 2024	Assignment [Academic Integrity Contract](#)
Mon Aug 5, 2024	Assignment [Choice](#)
	Assignment [Social Media Manipulation](#)
Mon Aug 12, 2024	Assignment [Promote your diversity, equity, and inclusion initiatives.](#)
Wed Aug 14, 2024	Assignment [Final Project](#)