

HRM & Social Media

Rutgers University – Summer 2025

Course Number: 37:533:355:R1

Delivery Format: Online

Instructor Information

Ashe Husein, M.C.I.S., M.H.R.M.

Email: asheh@rutgers.edu

Phone: (732) 904-0712

Office Hours: By appointment

Introduction

Welcome! I'm Ashe, and I'm thrilled to be your instructor for this class. My journey spans several countries, cultures, and careers—including work as an IT professional, published photographer, content creator, and educator. I hold master's degrees from Rutgers School of Communication and Information (SCI) and Rutgers School of Management and Labor Relations (SMLR). I'm also Chairman of the New York chapter of the American Photographic Artists. I look forward to sharing my knowledge and learning alongside you this summer!

Course Description

Social media and emerging technologies have fundamentally transformed how we live and work. This course explores the impact of social media on human resources—examining how businesses use these tools to connect with customers, employees, and communities. We'll cover both the promises and pitfalls of social media, and you'll gain the skills to critically assess and leverage these platforms within the HR function.

Topics include:

- Social networking and digital identity
- Artificial Intelligence and HR tech
- Diversity, Equity, and Inclusion (DEI)
- Social media strategy and analytics
- Recruitment and employer branding

Course Objectives

- Understand the culture of professional social engagement
- Practice digital literacy, social media etiquette, and platform fluency
- Build collaboration skills through the use of social networks (e.g., LinkedIn, Twitter, Facebook)
- Analyze and apply social listening, content sharing, and analytics tools
- Evaluate and design HR social media strategies

Course Requirements

Assignments

- Weekly article readings and discussion threads
- Essays: Minimum 1.5 pages, single-spaced, 12-pt Times New Roman (max 5 citations)

- Include only your name on the left-hand side of the page
- Projects have separate formatting requirements

Discussions

- Weekly participation in Canvas discussion forums is required

Projects

- Introduction Video
- Midterm Project
- Final Project

Grading Breakdown

Assessment	Weight (%)
Welcome/Contract	3
Elevator Pitch	11
Social Engineering	7
Social Media Fails	8
Redefining Recruitment	8
Midterm Project	20
Artificial Intelligence	8
Choice Overload	8
DEI	8
Final Project	20

Note: Course assignments are not weighted by category. The total grade is based on the cumulative percentage.

Academic Integrity

All students are expected to adhere to the Rutgers Academic Integrity Policy: [Read Here](#)

Plagiarism—including the use of AI-generated work without proper attribution—is strictly prohibited.

Definition of Plagiarism:

- Using another's ideas or words without proper credit
- Presenting someone else's work as your own
- Reusing previously submitted work without permission

Turnitin:

Canvas submissions will be checked for originality. If your Turnitin similarity score exceeds 10%, revise and resubmit before the deadline.

Late Work Policy

- Late submissions are penalized 10% per day, up to 3 days (72 hours)
- After 72 hours, late work receives a zero
- Valid excuses must be communicated to the instructor or the Dean of Students
- Do not email late assignments—they may be missed
- Avoid last-minute submissions to prevent technical issues. For help, contact the OIT Helpdesk: 732-445-HELP

Support Services

Students are encouraged to seek support for:

- Mental health and wellness
- Academic difficulties
- Emergency financial aid

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

Textbooks

No textbooks required. Readings and resources will be posted to Canvas.

Course Timeline & Due Dates

Due Date	Deliverables
Sun, Jul 13	Academic Integrity Contract, “First Things First” Reading, Welcome Discussion, Elevator Pitch
Sun, Jul 20	Social Media Fails, Social Engineering
Sun, Jul 27	Artificial Intelligence, Midterm Project
Sun, Aug 3	Choice Overload, DEI
Sun, Aug 10	Final Project

Final Note

This course is designed to be both intellectually stimulating and practically applicable. Your active participation, timely submissions, and creative thinking will make this a valuable experience. Let’s dive in and explore the evolving relationship between HR and social media together!