

J480/580 Strategic Social Media
Client Expectations

Thank you for your interest in working with the students in J480/580 Strategic Social Media! This is one of my favorite classes to teach.

My call for potential clients is specifically related to two projects the students will work on during the term. The projects entail completing an in-depth social media audit and a social media plan based on that audit. They begin this work in late January.

Here's what you can expect:

- Students will begin their final projects in late January. At that point they'll need to meet with you either in person or by Skype/video connection. I prefer to have some kind of face-to-face - even if it's virtual.
- The students will present their work to you at the end of the term — again, either face-to-face (ideal) or virtually.
- In between, the project is largely self driven. They may have occasional questions for you or points of clarification. I also encourage them to check in with you weekly even if they don't need anything.
- Deliverable is a slide deck with the data from the audit and a plan highlights, plus a document with the plan and related appendices (e.g. social media calendar).

I have a few simple expectations for clients:

- The students will need admin access to all the social media profiles you wish them to review. Facebook access can be as an "analyst" vs. an admin. But other platforms will require login and password. Note: The students cannot do their project without this access. If you anticipate issues, please let me know early so we can make arrangements. It is possible for you to run reports vs. providing access.
- The students can sign basic NDAs if necessary and we talk about the responsibility of having access to client accounts.

I'm still working on the final syllabus and will share that and the course website when it's complete.

Please let me know if you have any questions!

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