

## 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. I'm looking for organizations to serve as clients for the spring term: late March - early June 2023.

The students will work on two major projects during the term. The first is a listening and monitoring report that includes a competitor analysis and influencer identification. The second part is an in-depth social media audit and a social media plan based on that audit.

The class focuses on the research and planning necessary to create a great social media strategy. It's a great fit for organizations with robust social media (at least two active platforms and 5,000 fans/friends/followers) that want a fresh look and some recommendations for their existing strategy. It's not a good fit for launching social media or creating a strategy from scratch (we have other classes that can do that).

### **Here's what you can expect:**

- Students will begin their projects in by mid-April. At that point they'll need to meet with you either in person or by Zoom/video connection. I prefer to have some kind of face-to-face - even if it's virtual.
- The first part of the projects is all external research, so they won't need much from you after that initial phone call.
- Once they begin the second part of the project (the audit/plan), they will need to get access to your social media data.
- 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).
- The students will present their work to you at the end of the term.

### **I have a few simple expectations for clients:**

- The students will either need admin access to all the social media profiles you wish them to review OR they will need a dedicated support person to provide reports and/or third party app access (ex: to Hootsuite). 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 data.** 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. I can help with that and provide the parameters they'll need.
- 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.  
(You can see last year's content at: [www.sojcssm.com](http://www.sojcssm.com))

Please let me know if you have any questions!

Kelli Matthews

Sr. Instructor, Public Relations

School of Journalism & Communications

University of Oregon

[kmatthew@uoregon.edu](mailto:kmatthew@uoregon.edu)

541.579.5888 (call or text)