SOCIAL MEDIA AND THE JOB SEARCH

Course Instructor

Instructor: Gabi Das
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Office Hours: By appointment or via email

Course Site

To access the course site, log into Iowa Courses Online (ICON) using your Hawk ID and password.

Academic Course Home

University College
DEO: David Baumgartner
Phone: (319) 335-1023
Email: lisa-mckirgan@uiowa.edu (on behalf of David Baumgartner)

Prerequisites

None

Course Description and Goal

Savvy job seekers know that the fastest way to find a job is through networking. Tech-savvy job seekers know that the fastest growing way to seek jobs is through social networking. Connecting to people across the globe and achieving your professional goals have never been easier with sites like LinkedIn and Twitter, among others.

Whether you are a novice or advanced user of social media platforms, you will learn the most effective ways to use social networking to your advantage in the process of preparing for a job and/or internship search.

The course is intended to help you:

- Use social media platforms and online resources to create a professional online presence
- Implement strategies for creating strong online profiles on social media platforms such as LinkedIn and Twitter
- Network and follow field professionals and organizations using social media
- Determine the importance of social media for the rising professional and job seeker

The course will help fulfill the *Leadership and Career Development* requirement for Bachelor of Liberal Studies (BLS) majors. Students from other disciplines interested in learning how to utilize social media in their job or internship search will find the course useful.

Media/System Requirements

Technical requirements for completing University of Iowa Distance and Online Education classes include:

- Student-provided personal computer.
- Computer with reliable Internet access. A wired Ethernet connection to the internet is very strongly suggested. Wireless and cellphone data connections may experience connection problems. Android and iOS operating systems are not fully supported at this time. See specific requirements on the Distance and Online Education Technical Requirements/Download page.

- While tablets, smartphones and other mobile devices may allow for some completion of coursework, they are not guaranteed to work in all areas. Please ensure you have a Windows or Mac based computer available to complete coursework in the event your selected mobile device does not meet the needs of the course.

Students who need assistive technologies will have different computer and technology requirements. Please check with your **Student Disability Services** to determine the requirements for the specific technologies needed to support your online classes.

For questions, with virtual classrooms (i.e. Zoom) or UICapture (Panopto), please contact Continuing Education Technical Support (319 335-3925).

Need help with ICON or your Hawkid? Please contact the ITS Helpdesk (319 384-HELP).

Required Textbook/Media

No textbook is required. All readings will be available in the course site through URLs or in PDF format.

Grading Criteria

Final course grades will be assessed based on the student's performance in the following items:

Graded Item	Points	% of final grade
6 Online quizzes	75	37.5%
6 Weekly Assignments	125	62.5%
Total Points:	**200**	**100%**

Final course grades will be assigned as follows:

Grade:	Satisfactory ("S" grade)	Unsatisfactory ("U" grade)
Points:	200-160	159 - below
Percentage:	80% and above	below 80%

Course Structure

This course is being offered over the World Wide Web as a Distance and Online Education offering. Students will **login to the course site** on ICON to access the course materials. For details of the course assignments and activities, see the **"Course Work"** section of this syllabus.

Students are expected to visit the course site weekly to:

- **Access assigned course materials (posted on the "Modules" page)** such as pre-recorded lectures and journal articles.
- **Review the course homepage regularly** for any updates related to the course **"Announcements"** and/or **"Calendar."**
- **Complete** weekly quizzes.
- **Submit** assignments to the course instructor **via the ICON "Assignments."**
- **Participate** in the **"Discussion"** forums.

The course structure described above assumes that students have basic computer skills and are knowledgeable about the various programs and hardware they will need to use during this session (e.g. Microsoft Word). **For information and computer support geared toward distance education students, access:**

- The **Technical Support page** at http://distance.uiowa.edu/article/technical-support
- The **ICON Help** tool located on http://icon.uiowa.edu

Course Work

Lectures & readings:

Students are expected to watch lecture videos and read articles by dates posted. See the "Course Calendar" for participation requirements.

Online Quizzes (6):

There will be six online quizzes covering material from the lectures, videos, and readings. Each quiz is worth 12.5 points and consists of five multiple choice and true/false questions. Students will have 20 minutes to complete each quiz via ICON ("Quizzes" page). Due dates are listed on the course ICON site.

Weekly Assignments (6):

Students will submit weekly assignments. Assignments will generally be worth 20 points each (with the exception of week 6 when the assignment is worth 25 points), and directions will be provided for each assignment. Assignments should be submitted electronically via the ICON Modules page.

Course calendar (all module assignments are due Friday by 11:59 p.m. of their respective week)

Module	Module Assignments
Module 1 | Career Resources & Social Media Etiquette	• Module 1 Quiz • Module 1 Application Assignment
Module 2 | Leveraging Social Media, Personal Branding, Online Profile & Personalized Websites	• Module 2 Quiz • Module 2 Application Assignment
Module 3 | LinkedIn: Introduction, Building Your Profile, Account Types, and Privacy Settings	• Module 3 Quiz • Module 3 Application Assignment
Module 4 | LinkedIn: Networking, Job Searching, and Gaining Insights	• Module 4 Quiz • Module 4 Application Assignment
Module 5 | Twitter	• Module 5 Quiz • Module 5 Application Assignment
Module 6 | Networking & Tying it All Together	• Module 6 Quiz • Module 6 Application Assignment

Course Policies

As a registered student in a Distance and Online Education course through The University of Iowa, you are responsible for the course policies posted below.

Communications: Students can expect to receive weekly communications from the instructor (via course "Announcements"). You can expect to receive responses to your inquiries within 24-48 hours.

Due Dates and Missed Deadlines: Quizzes and assignments must be turned in by the day and time stated in on the ICON course site to receive credit. Late or incomplete assignments will not be accepted.

Netiquette: The term "netiquette" refers to the do's and don'ts of online communication. As it applies to this online course, it is my expectation that students will communicate effectively and respectfully with each other and the instructor. Follow this link to learn more about The Core Rules of Netiquette.

College Policies

As a registered student in a Distance and Online Education course through The University of Iowa, you are responsible for the college policies posted below.

Academic Misconduct: We are bound by the Code of Academic Honesty, in which each of us agreed to do, "My own academic work and to excel to the best of my abilities, upholding the IOWA Challenge (http://thechallenge.uiowa.edu/meet/index.html). I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty."

Collaboration or group work on assignments is not allowed; all work must be completed individually. Students are expected to follow the Code of Student Life; academic dishonesty will be reported to University College and the student may be placed on disciplinary probation for the remainder of his or her undergraduate work at the University of Iowa. If I determine that any assignment was not written solely by the student, the student will receive a zero (0) on the assignment. In general, the decision of the Instructor may be appealed to the Assistant Dean of University College, and then to the Provost, and so on in accordance with University Policy.

Complaint Procedures: Students with a complaint or problem in the course should first visit with me and then, should the issue remain unresolved, with, Dr. Andrew Beckett, Assistant Dean of University College. Complaints must be made within six months of the incident.

Administrative Home of the Course: University College is the administrative home of this course and governs matters such as add/drop deadlines, grading guidelines, absences and other related matters. If you are unclear about the policies that govern you or this course, contact the Assistant Dean of University College in 310 Calvin Hall.

University Policies

As a registered student in a Distance and Online Education course through The University of Iowa, the following University policies apply to you.

Special Modifications: Subsequent to course enrollment, students needing accommodations should register with Student Disability Services, 3100 Burge Hall, (319) 335.1462, and obtain a Student Academic Accommodation Request (SAAR) form. The form will specify what course accommodations are judged reasonable for that student. The Division of Continuing Education is committed to both Section 504 of the Rehabilitation Act of 1973 and Section 508 of the Workforce Investment Act of 1998.

Understanding Sexual Harassment: Sexual harassment is reprehensible and will not be tolerated by the University. It subverts the mission of the University and threatens the well-being of students, faculty, and staff. Visit this site for the Office of the Sexual Misconduct Response Coordinator for definitions, assistance, and the full University policy.

Course Calendar: All assignment instructions and dates will be found on the course ICON site.