



CCP:1305:EXU

SOCIAL MEDIA AND THE JOB SEARCH

Course Instructor

Instructor: Gabi Das (she/her/hers)

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Office Hours: By appointment or via email

Class Meeting Times

This course will meet online via Zoom (Virtual Classroom) **Mondays from 6:00 – 8:30 P.M.**

Department

University College

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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.
- The use of a **webcam and a headset with microphone** is recommended when attending virtual meetings and may be required in some courses.
- 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 Support](#) 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 [Distance and Online 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 Application Assignments	125	62.5%
Total Points:	200	100%

Final course grades will be assigned as follows:

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

Course Learning Activities

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 Assessment"** 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 Assessment

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 Policies

Students taking Distance and Online Education courses at the University of Iowa are entitled and held to the same student rights and responsibilities as on campus students; see [Distance and Online Education Academic Policies](#). The following policies apply to students registered in this online course.

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 our expectation that you will communicate effectively and respectfully with each other, the instructors, and our guest speakers. [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.

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.

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 (<https://newstudents.uiowa.edu/iowa-challenge>). 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: If at any time you have concerns about this class or your performance in it, please do not hesitate to contact me. If you do not feel that your concern has been resolved satisfactorily, you may contact the Department Chair (contact information provided at the top of page one of this syllabus). Should the issue remain unresolved, with, Dr. Andrew Beckett, Assistant Dean of University College. Complaints must be made within six months of the incident.

University Policies

Statement on Diversity: The University of Iowa values diversity among students, faculty, and staff, and regards equal employment opportunity and affirmative action as tools to achieve diversity. The University believes that a rich diversity of people and the many points of view they bring serve to enhance the quality of the educational experience at The University of Iowa.

Free Speech and Expression: The University of Iowa supports and upholds the First Amendment protection of freedom of speech and the principles of academic and artistic freedom. We are committed to open inquiry, vigorous debate, and creative expression inside and outside of the classroom. Visit the [Free Speech at Iowa website](#) for more information on the university's policies on free speech and academic freedom.

Accommodations for Students with Disabilities: The University is committed to providing an educational experience that is accessible to all students. If a student has a diagnosed disability or other disabling condition that may impact the student's ability to complete the course requirements as stated in the syllabus, the student may seek accommodations through [Student Disability Services](#) (SDS). SDS is responsible for making Letters of Accommodation (LOA) available to the student. The student must provide a LOA to the instructor as early in the semester as possible, but requests not made at least two weeks prior to the scheduled activity for which an accommodation is sought may not be accommodated. The LOA will specify what reasonable course accommodations the student is eligible for and those the instructor should provide. Additional information can be found on the [SDS website](#).

Absences for Religious Holy Days: The University is prepared to make reasonable accommodations for students whose religious holy days coincide with their classroom assignments, test schedules, and classroom attendance expectations. Students must notify their instructors in writing of any such Religious Holy Day conflicts or absences within the first few days of the semester or session, and no later than the third week of the semester. If the conflict or absence will occur within the first three weeks of the semester, the student should notify the instructor as soon as possible. See [Operations Manual 8.2 Absences for Religious Holy Days](#) for additional information.

Mental Health: Students are encouraged to be mindful of their mental health and seek help as a preventive measure or if feeling overwhelmed and/or struggling to meet course expectations. Students are encouraged to talk to their instructor for assistance with specific class-related concerns. For additional support and counseling, students are encouraged to contact University Counseling Service (UCS). Information about UCS, including resources and how to schedule an appointment, can be found at counseling.uiowa.edu. Find out more about UI mental health services at: mentalhealth.uiowa.edu.

Basic Needs and Support for Students: Student Care & Assistance provides assistance to University of Iowa students experiencing a variety of crisis and emergency situations, including but not limited to medical issues, family emergencies, unexpected challenges, and sourcing basic needs such as food and shelter. More information on the resources related to basic needs can be found at: basicneeds.uiowa.edu/resources/. Students are encouraged to contact Student Care & Assistance in the Office of the Dean of Students (Room 135 IMU, dos-assistance@uiowa.edu, or 319-335-1162) for support and assistance with resources.

Sexual Harassment/Sexual Misconduct and Supportive Measures: The University of Iowa prohibits all forms of sexual harassment, sexual misconduct, and related retaliation. The [Policy on Sexual Harassment and Sexual Misconduct](#) governs actions by students, faculty, staff and visitors. Incidents of sexual harassment or sexual misconduct can be reported to the [Title IX and Gender Equity Office](#) or to the [Department of Public Safety](#). Students impacted by sexual harassment or sexual misconduct may be eligible for academic supportive measures and can learn more by [contacting the Title IX and Gender Equity Office](#). Information about confidential resources can be found [here](#). Watch the [video](#) for an explanation of these resources.

Gender Inclusivity and Non-Discrimination Statement: In keeping with University non-discrimination policy, we aim to ensure this online classroom is a safe and respectful space where people are welcomed irrespective of their identity, appearance, or presentation. We will endeavor to not assume anyone's gender, sexual, racial, religious, or other identities without their voluntary input, nor to impose such identities on them without their consent.

The University of Iowa prohibits discrimination in employment, educational programs, and activities on the basis of race, creed, color, religion, national origin, age, sex, pregnancy, disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, associational preferences, or any other classification that deprives the person of consideration as an individual. The university also affirms its commitment to providing equal opportunities and equal access to university facilities.

For additional information on nondiscrimination policies, contact the Director, [Office of Institutional Equity](#), the University of Iowa, 202 Jessup Hall, Iowa City, IA 52242-1316, 319-335-0705, oi-e-ui@uiowa.edu. Students may share their pronouns and chosen/preferred names in [MyUI](#), which is accessible to instructors and advisors.

Course Calendar

This online course is organized within a structure of scheduled course work (see calendar below). Although you are not required to meet in a classroom, we will progress through the course materials as a class.

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	<ul style="list-style-type: none"> • Module 1 Quiz • Module 1 Application Assignment
Module 2 Leveraging Social Media, Personal Branding, Online Profile & Personalized Websites	<ul style="list-style-type: none"> • Module 2 Quiz • Module 2 Application Assignment
Module 3 LinkedIn: Introduction, Building Your Profile, Account Types, and Privacy Settings	<ul style="list-style-type: none"> • Module 3 Quiz • Module 3 Application Assignment
Module 4 LinkedIn: Networking, Job Searching, and Gaining Insights	<ul style="list-style-type: none"> • Module 4 Quiz • Module 4 Application Assignment
Module 5 Twitter	<ul style="list-style-type: none"> • Module 5 Quiz • Module 5 Application Assignment
Module 6 Networking & Tying it All Together	<ul style="list-style-type: none"> • Module 6 Quiz • Module 6 Application Assignment