



## Contact Details

Dr Nadine Muller

[n.muller@ljmu.ac.uk](mailto:n.muller@ljmu.ac.uk)

John Foster Building, Room 1.26

<http://www.nadinemuller.org.uk>

@Nadine\_Muller

## Aims & Requirements

The aims of this strand of the English Work Experience module are to enable students to:

1. Present themselves, their abilities, experience, and work in a professional, coherent, and engaging manner in the digital world;
2. Gain the technical skills and confidence required for the effective creation, management, and maintenance of professional online content and profiles via social media.

As part of this strand of the module, students will be required to:

1. Set up, publish and manage their own blog via Wordpress.com ([www.wordpress.com](http://www.wordpress.com)).
2. Set up and manage their own Twitter account ([www.twitter.com](http://www.twitter.com)).
3. Set up and manage their own LinkedIn profile ([www.linkedin.com](http://www.linkedin.com)).
4. Set up their own Prezi account ([www.prezi.com](http://www.prezi.com)).
5. Set up their own YouTube channel ([www.youtube.com](http://www.youtube.com)).

These set-ups will be facilitated in workshops, and students will receive support in signing up to the applications and platforms. Please note that this module is suitable for students who have no social media experience and skills, and for those who have advanced abilities in this area.

## Teaching Times

Mondays, 11.00 – 13.00

John Foster Building

IT Suite B

## Workshop Schedule

There will be no workshops in semester two; instead, you will be writing your blog and review posts.

Week	Date	Topic	Room
1	28/09	English Work Experience: Introduction & Strand Choice	
2	05/10	Strand Introduction & Set-Up	IT Suite B
3	12/10	LinkedIn	IT Suite B
4	19/10	Twitter & Google+	IT Suite B
5	26/10	Wordpress	IT Suite B
6	02/11	Wordpress	IT Suite B
7	09/11	*** Independent Study ***	
8	16/11	YouTube & Talking to Your Audience	IT Suite B
9	23/11	Social Media: Ethics & Professional Practice	IT Suite B
10	30/11	Prezi & Blog Preparation	IT Suite B
11	07/12	Pitch Preparation	IT Suite B
12	14/12	Reflection, Trouble Shooting, Feedback	IT Suite B
13	11/12	Assessed Blog Pitch	IT Suite B

## Assessment Components

### Attendance (10%)

Your mark for this component will be determined by your attendance of the workshops in semester one. Your attendance plays a crucial role in your overall module mark. All seminars and compulsory consultation sessions that will be counted towards your attendance grade are marked with an asterisk in your Seminar Schedule. As your attendance makes up 10% of your overall module mark, maximum attendance can increase your overall module mark by as much as 10% (if you achieve 100% for your attendance).

### Social Media Profiles (20%)

Your mark for this component will be determined by your LinkedIn profile and your profile on one further social media platform. The aim of this assignment is to create a professional social media profile that can function as your virtual CV and that showcases your qualifications, experience, skills, and potential. You must ensure that your profiles are coherent and complementary (e.g. ensure information is accurate and the same across platforms). There will be dedicated workshops which will prepare you for this task.

### Blog Pitch (20%)

As part of this assessment, you must present a 2 minute blog pitch. The pitch should be aimed at your intended readership and it should include what your blog will be about, why you're writing it, and why people should read it. That said, you are encouraged to be creative with this task: you needn't structure this pitch like a seminar presentation. Rather, you should think about what may draw your audience's attention, how you can make your topic current, relevant, and interesting. We will dedicate a workshop to preparing and practicing your pitch. Your pitches will be filmed in class to ensure they can be marked fairly. They can be uploaded to YouTube after they have been marked, but this will only be done with your permission and is by no means compulsory. You may, however, find it helpful to make the video available (or create a new one yourself, if you prefer) to advertise your blog via social media.

### Blog (40%)

As part of the Blog assessment, you must write and publish on your Wordpress blog three posts of 500–750 words each. Each post must be published and openly accessible on your Wordpress blog by the prescribed deadline. You must advertise each post with a link and a short message via your Twitter profile by the prescribed deadline. The way in which you disseminate your blog via your chosen social media profiles forms part of this assignment, and social media dissemination and networking will be the focus of at least one of our workshops. You also must comment on at least five posts by your fellow students, each by a different author (i.e. you must comment on five different people's work). You can post your comments at any point and in response to any blog post. Your comments should engage with the content of the person's blog posts (this can be in form of a thoughtful question or comment, or a suggestion for further interesting reading/viewing that relates to the topic of the blog post, etc.). Your comment must evidence that you have read, understood and engaged with the other person's blog post.

### Review Posts (10%)

The final assignment on this module requires you to reflect on your experience with the different social media platforms you have encountered and used. You must write two review posts of 500–750 words and each post reflect on one social media platform (or compare two, where appropriate). These posts should be aimed at the readership of Social Media Skills for Students (<http://www.social-media-skills.org>), and you should reflect on what you found the strengths and weaknesses of your chosen platforms are, why they may or may not suit your particular purpose, and who (else) they may be suitable for. These posts must be submitted via Blackboard by the specified deadlines. Posts that achieve a grade of 65%+ will be published on the Social Media Skills for Students website under your name, providing you with a further opportunity to showcase your writing skills and experience to potential employers.

## Assessment Deadlines

09/11/2015	Social Media Profiles (LinkedIn + 1)
14/12/2015	Blog Pitch (2 minutes)
18/01/2016	Blog Post 1 (500 – 750 words)
01/02/2016	Blog Post 2 (500 – 750 words)
15/02/2016	Blog Post 3 (500 – 750 words)
07/03/2016	Review Post 1 (500 – 750 words)
21/03/2016	Review Post 2 (500 – 750 words)

## Marking Criteria

### Attendance (10%)

- Full attendance of all our workshops will result in a component mark of 100%.
- Failure to attend a session marked with an asterisk will result in the deduction of 10% from your attendance grade.
- If your failure to attend a session marked with an asterisk is the result of a genuine and valid reason, please inform me of this \*immediately\*.

### Social Media Profiles (20%)

- Completeness and thoroughness of profiles.
- Accuracy of information.
- Creativity in the provision of extra media and information.
- Regular maintenance and updating of profiles, including regular posts or updates
- Writing skills (including spelling, presentation, punctuation, and grammar)

### Blog Pitch (20%)

- Your pitch must not exceed or be significantly shorter than two minutes
- Creativity and appropriateness of content
- Knowledge of target audience and ability to attract a readership
- Enthusiastic, clear, well-paced delivery

### Blog (40%)

- Creative and original topic
- Analytical and critical skills
- Use of variety of media where suitable, including images, text, video, etc.
- Awareness, use, and understanding of variety of relevant scholarly and non-scholarly sources

- Technical ability, including blog functionality, legibility, accessibility, and appropriate design
- Thoughtful and engaged comments on other students blogs
- Announcements of new blog posts on via Twitter by specified deadline
- Writing skills (including spelling, grammar, punctuation, and appropriate register)

### Review Posts (10%)

- ★ Thoughtful, critical, balanced, contextualised reflection on the benefits and drawbacks of two social media platforms
- ★ Knowledge and understanding of the social media platforms on which you choose to reflect
- ★ Writing skills (including spelling, grammar, punctuation, and appropriate register)

## Assessment Deadlines

As a student at JMU, you are a junior member of a collective of professional academics and scholars and you are expected to conduct yourself appropriately and in accordance with the ethical values of an academic community.

When you sign the enrolment form you have agreed to abide by the rules and regulations of the University. Similarly, each time you submit a piece of coursework or undertake an examination, you confirm that the work you submit is your own or a legitimate piece of group work and that you have not copied the work or cheated or made any attempt to pass off the work of others as your own.

The University uses a range of methods to identify and discourage plagiarism, including using detection software such as 'Turnitin': <http://www.jiscpas.ac.uk/turnitinuk.php> (see below).

'Turnitin' compares assignments against other resources, including items on the internet, and the work of students from other institutions. The software produces a report highlighting any matches. More information about 'Turnitin', and how it affects you, is available from the link on the right hand side of this page.

The University takes all forms of academic dishonesty very seriously.

**Your review posts for this module will be submitted via TurnItIn.**

