COMM 597 Social Media Governance
An one-credit elective course in the MA Communications and Technology

Course Description
Social media is becoming rapidly embedded in organizational communications. Notions of governance figure prominently in discussions of how organizations employ communication technology and make sense of current transformations in communication practices. This course will explore the principles and practices of governance with respect to social media platforms. The topics will consider the risks, rewards, opportunities and threats associated with social media, and discuss managing the use of social channels by employees as well as steps towards the construction of a social media policy. Examination of the factors that affect success in social media: technological shifts, consumer trust and perspectives, legal and privacy concerns, and governance models will also be covered in the course.

Course Objectives
By the end of the course, you should be able to:
- Critically examine the benefits, challenges, opportunities and threats of using social media in the workplace
- Analytically assess the components policy of social media policy content
- Express and reflect on approaches to social media policy development
- Demonstrate the ability to critically evaluate social media policy and assess its effectiveness relative to context

Delivery Format and Resources
This course will be delivered online. Materials will include a readings package. Online articles and reference to relevant web sites will be provided. Pre-reading will be required. For more information contact Susan Petruszczak at (780) 492-1538 or susan.petruszczak@ualberta.ca

Enrolment is limited to 25. Registration is available via Bear Tracks.