

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2024

Description of seminars

Veranstalter*in: Yuru Li

Lecturer:

Titel (dt.):

Titel (engl.):

(immer

angeben)

Social Media Operations and Management

Beschreibung:

Description:

In today's digital age, social media has become an indispensable part of work and life for individuals, businesses, organizations, and governments due to its convenience, low cost, and high penetration rate. Users leverage these platforms for information gathering, relationship building, and information dissemination. With the evolution of social media, we have witnessed a transition from text-centric platforms like Facebook and Twitter, to image-focused ones such as Instagram, and now to the era of short-video content dominated by TikTok. Mastering current mainstream social media platforms has become an essential skill, whether for future roles in corporate or organizational social media operations or for personal content creation endeavors.

This undergraduate course, "Social Media Operation and Management," is tailored to navigate the rapidly evolving landscape of short-video social media, with a particular focus on TikTok. It will delve deep into the various processes and skills involved in social media operation, including positioning, account initiation, teamwork, scripting, filming, and editing. A significant component of the course is hands-on practice; students, guided by the instructor, will undertake a series of shooting tasks both in and out of the classroom. Additionally, the course will feature guest lectures from experienced social media professionals who will share their personal experiences and insights into the latest trends and strategies. Furthermore, a highlight of this course is the incorporation of advanced AI tools, such as Chat-GPT and Sora, to assist in content creation. As AI technology rapidly advances, learning to utilize these innovative tools will provide students with a cutting-edge advantage in content creation and social media strategy.

By the end of this course, students will have a comprehensive understanding of social media operation and management, equipped with the practical skills and theoretical knowledge to excel in the dynamic field of social media. They will also be adept at using advanced AI tools to enhance their content creation and social media management capabilities.

Literatur:

Literature:

Woolley, S. C. (2020). Bots and computational propaganda: Automation for communication and control. *Social Media and Democracy. The state of the field, prospects for reform*, 89-110.

Woolley, S. (2023). *Manufacturing consensus: Understanding propaganda in the era of automation and anonymity*. Yale University Press.