

Strategic Digital Content and Social Media Writing

ENGL 111

Spring 2026 Section 01 Hybrid 4 Unit(s) 01/22/2026 to 05/11/2026 Modified 01/12/2026

Contact Information

Dr. Vee Lawson

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Office: FOB 108

Office Hours

Tuesday, Thursday, 2:00 PM to 3:00 PM, FOB 108 or on Zoom by appointment

If you are unable to attend regularly scheduled office hours, please email me! We can set up another time to meet on Zoom.

Course Description and Requisites

Content writing and management, creating effective and ethical content, content auditing, integration, and assessment. Applications may include social media posts/campaigns, website copy, promotional materials, videos, podcasts, product and event descriptions, blog posts or articles, how-to/user guides, infographics, and FAQ pages. Activities include producing reports, conducting user research, and giving verbal presentations.

Prerequisite(s): Upper-division standing.

Letter Graded

* Classroom Protocols

Generative AI

In this course, some uses of generative AI are accepted for the Demo Posts assignment. Use of generative AI for any other assignments will be considered an academic integrity violation. This includes the use of services that generate text in whole or in substantial part (ChatGPT, Gemini, Claude, voice tools in Grammarly, QuillBot, etc.). All analytical and strategy work submitted for this course must be your own.

You are never required to use AI, and we'll talk more about the ethical, legal, and environmental issues to consider when deciding whether and how to incorporate these tools.

Finally, and I hate that I have to add this, please do not bring AI wearables to class. This includes any pins, rings, glasses, or other items capable of recording audio or video. In our classroom, you have the freedom to ask questions, test out ideas, make mistakes, and engage in the generally messy process of learning a new set of skills. When someone brings a recording device into the classroom, it damages the trust among all class participants that this is an okay place to try new things, even if you aren't always successful at first. For this reason, I will ask you to leave if you bring an AI recording device to class, unless this device is an approved accommodation from the Accessible Education Center.

Late Work

Because assignments in this course build on one another, meeting deadlines is important. All assignments remain open for one week after the posted deadline; after that, submission links close. Major assignments (such as the Social Media Audit) carry a small late penalty, as noted in the assignment rubric; supporting assignments are often completed in-class and assessed the same day. While on-time work is strongly encouraged, turning in late work is generally better than turning in nothing. If you experience a major life event (such as a family emergency or serious illness), please contact me as soon as possible, ideally before the deadline, so we can discuss appropriate accommodations.

Program Information

The following statement has been adopted by the Department of English for inclusion in all syllabi: In English Department Courses, instructors will comment on and grade the quality of student writing as well as the quality of ideas being conveyed. All student writing should be distinguished by correct grammar and punctuation, appropriate diction and syntax, and well-organized paragraphs. The Department of English reaffirms its commitment to the differential grading scale as defined in the SJSU Catalog ("The Grading System").

Grades issued must represent a full range of student performance:

- A = excellent;
- B = above average;

- C = average;
- D = below average;
- F = failure.

Within any of the letter grade ranges (e.g. B+/B/B-), the assignment of a +(plus) or -(minus) grade will reflect stronger (+) or weaker (-) completion of the goals of the assignment.

Program Learning Outcomes (PLO)

Upon successful completion of an undergraduate degree program in the Department of English and Comparative Literature, students will be able to:

1. Read closely in a variety of forms, styles, structures, and modes, and articulate the value of close reading in the study of literature, creative writing, or rhetoric.
2. Show familiarity with major literary works, genres, periods, and critical approaches to British, American, and World Literature.
3. Write clearly, effectively, and creatively, and adjust writing style appropriately to the content, the context, and nature of the subject.
4. Develop and carry out research projects, and locate, evaluate, organize, and incorporate information effectively.
5. Articulate the relations among culture, history, and texts, including structures of power.

Department Information:

Department Name: English and Comparative Literature

Department Office: FO 102

Department Website: www.sjsu.edu/english (<https://www.sjsu.edu/english>)

Department email: english@sjsu.edu (<mailto:english@sjsu.edu>)

Department phone number: 408-924-4425

Course Learning Outcomes (CLOs)

Upon successful completion of this course, students will be able to:

1. **Develop comprehensive social media strategies** aligned with organizational or individual goals, encompassing target audience, content, channels, engagement, and measurement.
2. **Craft compelling and engaging social media content** that resonates with the target audience and drives desired outcomes.
3. **Analyze and evaluate the effectiveness** of social media content and strategies using available data.
4. **Understand and apply key terms and concepts** related to social media content strategy, demonstrating a strong foundational knowledge.
5. **Collaborate effectively** with clients or community partners, demonstrating strong communication and interpersonal skills.
6. **Present social media strategies and findings** in a clear, concise, and persuasive manner.
7. **Develop a professional portfolio** showcasing their skills and expertise in social media content strategy.
8. **Stay abreast of emerging trends and technologies** in the field of social media.

Course Materials

There is no required textbook for this course. Instead, we'll use material freely available online or through the SJSU Library.

Course Requirements and Assignments

A full description of each assignment is posted in the "Course Resources" module.

Major Assignments	
Social Media Audit	200 / 1000 points
Social Media Strategy	250 / 1000 points
Demo Social Media Posts	200 / 1000 points
Final Portfolio	150 / 1000 points
Supporting Assignments	
Partner Agreement Form	50 / 1000 points
Social Media Reports	100 / 1000 points
Team Platform Analysis	50 / 1000 points
Tool Reviews	50 / 1000 points

Grading Information

Breakdown

Grade	Range	Notes
A+, A	930–1000	
A-	900–929	
B+	870–899	
B	830–869	
B-	800–829	

Grade	Range	Notes
C+	770–799	
C	730–769	
C-	700–729	
D+	670–699	
D	630–669	
D-	600–629	
F	0–599	

University Policies

Per [University Policy S16-9 \(PDF\)](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on the [Syllabus Information](https://www.sjsu.edu/curriculum/courses/syllabus-info.php) (<https://www.sjsu.edu/curriculum/courses/syllabus-info.php>) web page. Make sure to visit this page to review and be aware of these university policies and resources.