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| **Course title:** | Administration official in social media |
| **Semester:** | 1 |
| **Language:** | angielski |
| **ECTS credit allocation:** | Contact hours:  - lecture: 15h  ECTS credits 0.5  student's own work:  - current preparation for classes 15h  - preparing for the completion of the subject 20h  ECTS credits 1.5  total number of hours 100h  total number of ECTS points: 4. |
| **Verification method of learning outcomes:** | Passing grade - written test conducted on the UMCS Virtual Campus or Microsoft Teams platform. Consists of single-choice test questions. A score of 1 point is available for each single-choice test question. Credit from min. 50% of positive answers - all effects. |
| **Description:** | The purpose of the course is for students to acquire basic knowledge of the principles of publishing content on social media with a particular focus on industry netiquette and the correct selection of content formats for the platform. |
| **Bibliography:** | Basic:  1. A.Sarjito, The Influence of Social Media on Public Administration, Jurnal Terapan Pemerintahan Minangkabau Vol. 3, No. 2, July– December 2023 edition.  2. Warren, A. M., Sulaiman, A. and Jaafar, N. I., 2014. Social media effects on fostering online civic engagement and building citizen trust and trust in institutions. Government Information Quarterly, 31(2), pp. 291-301.  Additional:   1. M. Mohsin Zahid, A. Nusrat, A. Kanwal, Trends and Issues of Social Media Adoption by Public Administration in New Normal, Effective Public Administration Strategies for Global "New Normal" Springer 2022. 2. Jukić T. and Merlak M. The Use of Social Networking Sites in Public Administration: The Case of Slovenia, The Electronic Journal of e-Government Volume 15 Issue 1 2017, (pp2-18). |
| **Learning outcomes:** | Knowledge:  1. student knows the basic concepts of social media and netiquette and understands the need for their use in the work of an official representing the employer (office) K\_W01, K\_W02  2. student knows and understands the basic mechanisms of social media and the selection of content for the information policy of the office and the image of the office relevant to the work of the official K\_W08,K\_W10  Skills  1. student is able to apply the principles of content selection in social media useful in the work of an official representing the employer (office) K\_U01, K\_U02  2. student is able to edit content for social media in accordance with the information policy of the office and the Code of Good Administration K\_U01, K\_U02  Competencies  1. student is ready to create a professional profile of an official in social media, which can be applied in building the image of the employer (office) and promotion of its tasks, projects K\_K01, K\_K02  2 student is ready to improve the acquired knowledge of the basics of social media content creation and improve skills in this area and to use automated tools and applications for preparing SM content K\_K01, K\_K02. |

Wykład

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| Verification method of learning outcomes: | Written test. |
| Bibliography: | As in the general section |
| Learning outcomes: | As in the general section |
| Topics: | Topics:   1. Ethics of the civil servant profession (Code of Good Administration), and social media presence. 2. The personal brand of the official, and the image of the office. 3. Choosing a publishing platform - dividing profiles into personal and professional. 4. How, what and when to publish? 5. What should a good post, roll, report contain? 6. Netiquette of professional social media profiles 7. Applications necessary for creating attractive content. |
| Dadactic methods: | Conversation lecture, discussion, case study |
| Methods and evaluation criteria: | Written test conducted on the UMCS Virtual Campus or Microsoft Teams platform. Consists of single-choice test questions. A score of 1 point is available for each single-choice test question. Credit from min. 50% of positive answers. |