**Workshop on Content Management for Social Media**

## Prof. Stefania Garassini

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students with basic knowledge of: the dynamics of creating, disseminating and using online content on social media; critical analysis of sources.

By the end of the course, students will be able to: critically evaluate online resources; find, select and verify online sources; produce a well-researched text for publication on an editorial platform and plan its dissemination on the main social media platforms.

***COURSE CONTENT***

Strategies for researching and verifying online information; writing online; the dynamics of creating and disseminating content on social media.

***READING LIST***

C. Seife, *Le menzogne del web*, Bollati Boringhieri, Torino, 2015 (chap. 1).

W. Davis, *How to fact-check the news and get the facts*

<https://www.npr.org/sections/alltechconsidered/2016/12/05/503581220/fake-or-real-how-to-self-check-the-news-and-get-the-facts?t=1613664849410>

Lecture notes.

Details of further reading material and online resources will be provided in lectures.

***TEACHING METHOD***

Classroom lectures and supervised practical tasks.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed on the practical activities conducted during the course. In order to pass the written assignment, students must demonstrate the following:

Use of reliable and varied sources: 40%

Readability and good quality of writing: 20%

Appropriate planning for the presence of the content on the main social media platforms: 40%

***NOTES AND PREREQUISITES***

Should the current Covid-19 health emergency prevent frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.