**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 draw contents for its dissemination on the main social media platforms.

***COURSE CONTENT***

Strategies for researching and verifying online information; writing online; the dynamics of creating 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 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 of the content on the main social media platforms: 40%

***NOTES AND PREREQUISITES***

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.