

CMST 2630 - Social Media Literacy

Fall 2026 Syllabus, Section A01, CRN 41421,

Credit hours: 3

Instructor

Dorian Mermer

Professional Qualifications:

M.A. in Rhetoric and Communication from Kent State University, 1989.

Senior Lecturer

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Additional Contact Methods:

None

Preferred Contact Method: Email. Do not use Blackboard Messages!

Communication Expectations:

I respond to email within 24 hours. If emailed over the weekend, you will receive a response Monday morning after 1:00 PM. I will not be available for student support hours during University observed holidays. Regarding grading assignments, I try to have grades returned within a week of submission.

How to Refer to me:

Dorian

Course Description

2630. This course provides a comprehensive exploration of the social media environment, examining its impact on individuals, communities, and society. Students develop a critical understanding of social media platforms, content curation, digital citizenship, and online ethics. Through a blend of theoretical concepts and practical applications, this course will equip students with the skills to navigate the digital landscape responsibly and effectively. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	What is Social Media	Encyclopedia Britannica	https://www.britannica.com/topic/social-media
Required	Where do Media Literacy, Digital Literacy and Social Media Literacy Intersect b	Karen Tillman for Edleman Digital	None
Required	Social Media Literacy: A Conceptual Framework	Cho, Cannon, Lopez, Li	https://pmc.ncbi.nlm.nih.gov/articles/PMC10844004/
Required	Understanding Social Media Literacy: A Systematic Review of the Concept and Its Competences	Polance-Livican, Salvo-Garrido	https://pmc.ncbi.nlm.nih.gov/articles/PMC9325204/
Required	University of North Florida (2026) Introduction to Content Curation	University of North Florida	https://libguides.unf.edu/digitalliteracy/curation#:~:text=Curation%20involves%20organizing%2C%20storing%2C%20and,meaningful%20digital%20content%20to%20curate.

Required	Mailchimp (2023) What is Curated Content? Tips, Best Practices & Examples	Mailchimp	https://mailchimp.com/resources/what-is-curated-content/
Required	Robin Good (2017) A gathering of flowers: Content curation history in other words. Medium.	Robin Cook for Medium	https://medium.com/content-curation-official-guide/a-gathering-of-flowers-content-curation-history-in-other-words-6740049b756c
Required	New Jersey Cybersecurity and Communication Integration Cell: Social Media Apps	New Jersey Sybersecurity	https://www.cyber.nj.gov/guidance-and-best-practices/social-media-security/social-media-apps
Required	Leslie Samuel (n.d.): My top 50 mostly free mobile apps I use to manage my digital life	Leslie Samuel	https://iamlesliesamuel.com/17459/my-top-50-mostly-free-mobile-apps-i-use-to-manage-my-digital-life/%20%20%20%20%20%20%20%20%20%20%20%20%20Samuel%20My%20Top%2050https://iamlesliesamuel.com/17459/my-top-50-mostly-free-mobile-apps-i-use-to-manage-my-digital-life/
Required	Edward C. Baig (2022): 50 Free Apps for Apple and Android Phones	Edward Baig	https://www.aarp.org/personal-technology/free-apps/
Required	Brandwatcher (2019). The History of Facebook	Brandwatcher	https://www.brandwatch.com/blog/history-of-facebook/
Required	Tech Life Unity (2025) How to Create a Facebook Account in 2025 (YouTube Video)	Tech Life Unity	https://www.youtube.com/watch?v=d1RM0_DPids
Required	Business Hook (2024) How a Man with \$0 Created Instagram (YouTube Video)	Business Hook	https://www.youtube.com/watch?v=AjvW1LwoAWQ
Required	Tech Life Unity (2024) How to Set Up an Instagram Account (YouTube Video)	Tech Life Unity	https://www.youtube.com/watch?v=2YSB468mn4M
Required	Weston, Z. for Medium. (2023). A Journey through Time: The History of Pinterest	Wsston, Z	https://medium.com/@zacharywestonintech/title-a-journey-through-time-the-history-of-pinterest-5770b700b45c
Required	Austen Tosone (2025) A Beginner's Guide to Pinterest, How to Pin Content, Account Setup + More	Austen Tosone	https://www.youtube.com/watch?v=yePq3XYJKkg
Required	Amanda MacArthur for Lifewire. (2024). The Real History of X.	Amanda MacArthur	https://www.lifewire.com/history-of-twitter-3288854
Required	Tech Life Unity (2024) How to Use X a Beginners Guide	Tech Live Unity	https://www.youtube.com/watch?v=8wOtMBkJQMg
Required	The Wall Street Journal. (2021). The Rise of TikTok: From Chinese App to Global Sensation. YouTube.	The Wall Street Journal	https://www.youtube.com/watch?v=P2VO6ELhwQY
Required	New Jersey Cybersecurity and Communication Integration Cell: Guide to Accessing TikTok's Security and Privacy Settings.	New Jersey Cybersecurity	https://www.cyber.nj.gov/guidance-and-best-practices/social-media-security/guide-to-accessing-tiktok-s-security-privacy-settings
Required	Britannica Money (2026): The History of LinkedIn by Brittanica Money	Britannica Money	https://www.britannica.com/money/linkedin
Required	LinkedIn: How to Use LinkedIn	LinkedIn	https://members.linkedin.com/how-to-use-linkedin

Required	Megan Rose Dickey for Business Insider (2013): The 22 Key Turning Points in the History of YouTube	Megan Rose Dickey	https://www.businessinsider.com/key-turning-points-history-of-youtube-2013-2
Required	YouTube: Privacy Controls	YouTube	https://www.youtube.com/howyoutubeworks/user-settings/privacy/

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Tentative Weekly Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Read/Watch: Module 1: Exploring Social Media Literacy Learning Materials.	Social Media Literacy	Complete by Aug. 26, 11:59 PM: Module 1 Recorded Discussion. Complete by Aug. 30, 11:59 PM: Social Media Platform Activity. Social Media Literacy Activity. Module 1 Discussion Comments. Module 1 Quiz.
8/31	Read/Watch: Module 2: Exploring Content Curation Learning Materials	Content Curation	Complete by Sept. 2, 11:59 PM: Module 2 Recorded Discussion. Complete by Sept. 6, 11:59 PM: Content Curation #1. Module 2 Comments. Module 2 Quiz.
9/7	Read/Watch: Module 3: Exploring Social Media Apps Learning Materials.	Social Media App Review	Complete by Sept. 11, 11:59 PM: Social Media App Review Discussion. Social Media App Review Activity. Complete by Sept. 13, 11:59 PM: Social Media App Review Discussion Comments (Optional).
9/14	Read/Watch: Module 4: Facebook and Instagram Learning Materials.	Facebook and Instagram	Complete by Sept. 16, 11:59 PM: Module 4: Facebook Activity. Module 4: Instagram Activity. Complete by Sept. 17, 11:59 PM: Content Curation Checkpoint #2. Complete by Sept. 18, 11:59 PM: Module 4 Discussion. Complete by Sept. 20, 11:59 PM: Module 4 Comments. Module 4 Quiz.
9/21	Read/Watch: Module 5: Pinterest and X Learning Materials.	Pinterest and X	Complete by Sept. 23, 11:59 PM: Module 5: Pinterest Activity. Module 5: X Activity. Complete by Sept. 24, 11:59 PM: Content Curation Checkpoint #3. Complete by Sept. 25, 11:59 PM: Module 5 Discussion. Complete by Sept. 27, 11:59 PM: Module 5 Comments. Module 5 Quiz.
9/28	Read/Watch: Module 6: TikTok and LinkedIn Learning Materials.	TikTok and LinkedIn	Complete by Sept. 30, 11:59 PM: Module 6: TikTok Activity. Module 6: LinkedIn Activity. Complete by Oct. 1, 11:59 PM: Content Curation Checkpoint #4. Complete by Oct. 2, 11:59 PM: Module 6 Discussion. Complete by Oct. 4, 11:59 PM: Module 6 Comments. Module 6 Quiz.
10/5	Read/Watch: Module 7: YouTube Learning Materials.	YouTube	Complete by Oct. 7, 11:59 PM: Module 7: YouTube Activity. Complete by Oct. 8, 11:59 PM: Content Curation Checkpoint #5. Complete by Oct. 9, 11:59 PM: Module 7 Discussion. Complete by Oct. 11, 11:59 PM: Module 7 Comments. Module 7 Quiz.

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.