

SPM 230: Concepts of Social Media Platforms

Description

Students explore social media research and best practices and engage in experiential learning through real-world projects. While the course draws from the sport, hospitality, and recreation industries, there is flexibility to extend to other fields that cover students' varied disciplinary interests. Students develop individualized social media campaigns to grow their personal brand and enhance the work of a real-life organization.

Final Product

Students worked with Connect York to create a "competitor analysis" of comparable organizations' social media presence. Using this analysis, they created a series of social media posts tailored to the needs and specifications of Connect York. Students created posts for Facebook, LinkedIn, Instagram, and TikTok. Students engaged in feedback conversations to improve the posts and meet the client's expectations and shared their final posts with the client for future use.

**CONNECT
YORK**



**Sport
Management**



**Concepts of
Social Media
Platforms**

SPM 230
Spring 2025



Taught by
**Dr. Donna C.
Grove**



Students

Why THIS project for THESE students?

SPM 230 is a required course for Sport Management and Sport Media majors and fulfills a General Education Constellation Requirement as a High-Impact Practice and Innovation (HIPI) course. This project bridges the gap between classroom theory and real-world application in social media marketing. By partnering with Connect York, a local non-profit, students gained practical experience analyzing, strategizing, and creating content for a real organization.

This collaboration exposed students to socially responsible marketing practices that align with industry trends. The project emphasized experiential learning, strategic thinking, and community engagement, helping students to build relevant, impactful skills.



Learning Outcomes

What skills did students develop through completing this course?

Social Media Analysis: Students assessed an organization's online presence, benchmarked against competitors, and identified key performance metrics.

Strategic Planning: Students created and executed social media strategies by identifying target audiences, setting SMART goals, selecting key performance indicators (KPIs), developing content pillars and a content calendar, to align campaigns with marketing objectives.

Technical Skills: Students designed platform-specific content (visuals, copy, calls to action) and mastered tools like Hootsuite to earn a social media micro-credential. Students also practiced communication, project management, and critical thinking throughout.



Context

How does this project support the community?

This project directly supported Connect York by enhancing its social media presence and strategic outreach. Students developed custom content and strategies that helped the organization connect more effectively with the community, raising awareness about food, housing, health, and wellness services. Their contributions strengthened Connect York's mission and deepened ties between the College and the broader York County community.