TEACHING GUIDE FOR COMMUNITY MANAGEMENT IN DIGITAL ENVIRONMENTS 2024-25

GENERAL INFORMATION

Course title:	GESTIÓN DE COMUNIDADES EN ENTORNOS DIGITALES COMMUNITY MANAGEMENT IN DIGITAL ENVIRONMENTS
Code:	801931 MKCD
Academic year:	2024-25
Degree:	Degree in Marketing and Digital Communication
No. of credits (ECTS):	6
Place in the scheme of studies:	4th year, 1st term
Department:	Communication and Public Relations
Head of department:	Dr. Cristina Cáliz
Date of last revision:	July 2024
Professor:	Dr. Chrysti Bousiouta

1. GENERAL DESCRIPTION

The current impact of online socialization and interaction turns the management of digital communities a critical aspect of communication, business intelligence, marketing and innovation. The distinctive and algorithmic nature of social media platforms makes user interactions more dynamic and flexible, yet also more complex, changing existing communicative paradigms.

In light of this reality and context, the course will explore how these communities are scoped, fostered, facilitated, and governed to provide mutual benefit for both community members and organizations or brands. To this end, the module will develop theoretical knowledge of community dynamics, deployment, ethics, professional profiles and governance, as well as practical skills in the design, execution, moderation, evaluation and optimization of strategic plans for community management and development.

2. LEARNING OUTCOMES

By the end of the course, students should be able to:

- Understand the concept of community and its different forms according to the current communicative ecosystem.
- Recognise the main processes and tasks related to community management in digital environments.
- Identify the multiple professional profiles related to community management.
- Understand the fields of action of the professional profiles involved in community management and their role in maintaining the reputation of an organization or brand.
- Acquire skills for the design, implementation and evaluation of strategies and plans that ensure effective management of digital communities, thereby strengthening the reputation and identity of an organization or brand.
- Become familiar with tools to develop digital community management strategies.
- Define the main characteristics of content curation.
- Understand the importance of social objects and social capital in creating social media strategies focused on the management of digital communities.

3. CONTENTS

TOPIC 1 FUNDAMENTALS, VALUE AND PROFESSIONAL PROFILES OF DIGITAL COMMUNITIES AND DIGITAL COMMUNITY MANAGEMENT

Learning outcomes

After studying the unit and solving the exercises, students will be able to:
- Understand the concept of network community, it forms and evolution to the present
- Comprehend the relationship between digital communities and management
- Identify the different professional profiles related to the management of digital communities, their areas of performance and connection with other roles
- Understand the value and importance of a proper digital community management strategy to achieve a strong brand reputation and identity

Content
1.1. Digital communities: From the web to the metaverse
1.2. Digital community management: A strategic turning point for companies and organizations

1.3. Professional profiles behind the management of digital communities

TOPIC 2 CONTENT CURATION, ETHICS AND COMMUNITY MANAGEMENT CRISIS

Learning outcomes

After studying the unit and solving the exercises, students will be able to:
- Enhance content visibility through curation
- Apply techniques to encourage user interaction
- Identify and prevent the major ethical conflicts

Content
2.2. Engaging with the community: Content curation and algorithms
2.3. Image rights and digital contents
2.4. Online community crisis: Identification, prevention and action

TOPIC 3 FUNDAMENTALS AND WEB MANAGEMENT STRATEGIES

Learning outcomes

After studying the unit and solving the exercises, students will be able to:
- Understand the essentials of web community management
- Identify and use key digital resources and tools
- Design a web content strategy focused on community management
- Understand the distinctive features and engagement levels of web-based communities

Content
3.1. Community management in web environments
3.2. Web management writing
3.3. Design of a web content strategy

TOPIC 4 EVALUATION AND OPTIMIZATION OF WEB MANAGEMENT STRATEGIES

Learning outcomes

After studying the unit and solving the exercises, students will be able to:
- Measure and assess the quality and community brand health in web environments
- Identify the strengths and weaknesses of digital community management strategies
- Optimize existing community management strategies

Content
   4.1.   Web community analysis and evaluation
   4.2.   Web community management optimization

TOPIC 5 FUNDAMENTALS AND SOCIAL MEDIA MANAGEMENT STRATEGIES

Learning outcomes

After studying the unit and solving the exercises, students will be able to:

- Acquire knowledge of the nature and logics of the most popular social media platforms and their specificities in community management
- Understand the strategies needed to grow and maintain social media profiles
- Identify and effectively use key digital resources and tools
- Design a social media content plan focused on community management, considering the importance of social objects and social capital
- Understand the distinctive features and engagement levels of a social media profiles

Content
   5.1.   Social media landscape
   5.2.   Writing and creation of social media content for community management
   5.3.   Design of a social media content strategy

TOPIC 6 EVALUATION AND OPTIMIZATION OF SOCIAL MEDIA MANAGEMENT STRATEGIES

Learning outcomes

After studying the unit and solving the exercises, students will be able to:

- Measure and assess the performance and health of community brands on social media platforms
- Identify the strengths and weaknesses of digital community management strategies
- Optimize existing community management strategies

Content
   6.1.   Social media community analysis and evaluation
   6.2.   Social media community management strategy optimization

TOPIC 7 COMMUNITY MANAGEMENT TRENDS IN A FAST-CHANGING ENVIRONMENT

Learning outcomes

After studying the unit and solving the exercises, students will be able to:
- Describe the ongoing changes in social media and the digital environment
- Set the foundations and frameworks for the upcoming development of new forms of digital community management
- Understand the evolving role of community management professional in web 3.0 spaces

Content
- 7.1. AI and community management
- 7.2. Automation of processes
- 7.3. Community management in web 3.0 spaces

4. TEACHING AND LEARNING METHODOLOGY

On-site groups:

The sessions will be based on lectures, accompanied by examples and case studies. Students will learn to apply and deepen their acquired knowledge through practical exercises, individual assignments and group work.

The main activities that will be carried out are:

- Problem-solving and participation in debates and group dynamics.
- Supervised group/cooperative work.
- Autonomous study and work.

Partly on-site groups:

The sessions will be based on participatory lectures complemented by reading in advance the material previously published on Classlife. Classroom activities and assignments are expected to reinforce topics presented in class.

The main activities that will be carried out are:

- Study and preparation of content.
- Supervised group/cooperative work.

- Class recap with case studies and group dynamics.

5. ASSESSMENT

According to the Bologna Scheme, this model encourages the sustained continuous student effort. 40% of the mark is achieved through the continuous assessment of guided activities and the remaining 60% from the final exam. The final exam has two calls.

The final mark of the course (NF) will apply the following formula:
- **FM = Final Exam mark x 60% + Continuous Assessment mark x 40%.**
- The minimum required final exam mark to be eligible for averaging with continuous assessment is 40 out of 100.
- The minimum passing grade for the course is 50 out of 100.

On-site group:

Activity type	Description	% Continuous assessment	
Tasks:			**40%**
Exercise	Unit 1 | Topic 1 | Setting up online community and community management model	10%	
Exercise	Unit 1 | Topic 2 | Content curation	10%	
Exercise	Unit 1 | Topic 2 | Online crisis	10%	
Exercise	Unit 2 | Topic 3 and 4 | Web community management	35%	
Exercise	Unit 3 | Topic 5 and 6 | Social media community management	30%	
Presentation	Final presentation	5%	
Final exam			**60%**
	Final exam	100%	

Partly on-site group:

Activity type	Description	% Continuous assessment	
Tasks:			**40%**
Exercise	Unit 1 | Topic 1 | Setting up online community and community management model	15%	
Exercise	Unit 1 | Topic 2 | Online crisis	15%	
Exercise	Unit 2 | Topic 3 and 4 | Web community management	35%	
Exercise	Unit 3 | Topic 5 and 6 | Social media community management	30%	
Presentation	Final presentation	5%	

Final exam		**60%**
	Final exam	100%	

6. BIBLIOGRAPHY

- Brown, R., & Waddington, S. (eds.) (2013*). Share this too: more social media solutions for PR professionals.* Wiley.
- Gillespie, T. (2018). *Custodians of the Internet: platforms, content moderation and the hidden decisions that shape social media*. Yale University Press.
- Gupta, A. (2020). *How to handle a crowd: The art of creating healthy and dynamic online communities*. Tiller Press.
- Jones, C.M. & Vogl, C.H. (2020). *Building brand communities: How organizations succeed by creating belonging.* Berrett-Koehler Publishers.
- Millington, R. (2021). *Build your community: Turn your connections into a powerful online community.* Pearson Education.
- Roldán, S. (2017). *Community management 2.0. Gestión de comunidades virtuales.* Ecoe Ediciones.
- Vogl, C.H. (2016). *The Art of Community. Seven principles for belonging.* Berrett-Koehler Publishers.

In addition to the bibliography listed in this section, complementary bibliography will be provided during the course according to the specific needs of the group, as well as the individual interests of each student.