**~ EMS 3OI ~**

**Social Media Assignment**

**PURPOSE:** Create a **POSITIVE** digital footprint for yourself within an **APPROPRIATE** digital community of your choosing.

1. Research the different social media options and learn more about them, including their purposes and uses. Determine both **PROS** and **CONS** for each. Consider the following sites:

|  |  |  |
| --- | --- | --- |
| http://media.bestofmicro.com/R/O/464964/original/Facebook-logo-PSD.jpg |  | http://d2yan1b504wnuy.cloudfront.net/wp-content/uploads/2015/03/Instagram-Logo.png |
|  |  |  |
| http://www.pinterestgiris.com/wp-content/uploads/2014/12/pinterest-logo11.jpg |  | http://upload.wikimedia.org/wikipedia/commons/thumb/2/2c/Tumblr_Logo.svg/2000px-Tumblr_Logo.svg.png |
|  |  |  |
| http://vignette3.wikia.nocookie.net/omfgcata/images/c/ce/Twitter_Logo.png/revision/latest?cb=20131028155858http://blog.xebialabs.com/wp-content/uploads/2015/04/Twitter-Logo.png |  | http://upload.wikimedia.org/wikipedia/commons/thumb/0/06/YouTube_logo_2013.svg/2000px-YouTube_logo_2013.svg.png |

1. Complete the worksheet to determine the **SPECIFIC PURPOSE** for which you are creating this social media account:
* What area(s) of interest will be the focus of your social media interactions?
* With which target audience/digital community would you like to connect?
* What message would you like to present?
1. Based upon the pros and cons you’ve identified, select a social media site to use which will best serve your purpose.
2. Create a **NEW** account, and design a profile for yourself. Remember, you are not necessarily required to present the “true you” with this assignment, but should take advantage of social media to put forth an honest “version” of yourself that you wish people to see.
3. Begin to engage with your digital community of choice writing posts and linking content. Find individuals to follow and people to “Like.” Make sure you do some research before linking or connecting with certain people or organizations and posting particular articles, pages or pictures to make sure a profile associated with them will support your message.
4. Make sure you fulfill all of the assignment requirements specified on the chart below.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | http://www.socialmediaexplorer.com/wp-content/uploads/2013/03/facebook-logo-reversed.png | http://d2yan1b504wnuy.cloudfront.net/wp-content/uploads/2015/03/Instagram-Logo.png | http://www.pinterestgiris.com/wp-content/uploads/2014/12/pinterest-logo11.jpg | http://upload.wikimedia.org/wikipedia/commons/thumb/2/2c/Tumblr_Logo.svg/2000px-Tumblr_Logo.svg.png | http://vignette3.wikia.nocookie.net/omfgcata/images/c/ce/Twitter_Logo.png/revision/latest?cb=20131028155858 | http://upload.wikimedia.org/wikipedia/commons/thumb/0/06/YouTube_logo_2013.svg/2000px-YouTube_logo_2013.svg.png |
| **Original Posts** | 10 posts | 10 photos with captions  | 10 pins with captions | 5 blogs | 20 tweets | 3 videos |
| **Shared Posts** | 5 posts | 5 posts | 5 repins | 5 re-blogs | 10 retweets | 5 links |
| **Reply to Other Posts** | 5 replies | 5 comments | 5 comments | 5 comments | 10 replies | 5 comments |
| **“Likes”** | 5 likes | 5 likes | 5 likes | 5 likes | 5 likes | 5 likes |
| **“Follow”** | 5 people | 5 people | 5 people | 5 people | 5 people | 5 subscriptions |



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**Marking Scheme**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Level 🠞****🠋Criteria** | **Insufficient****(0-49%)** | **Level 1****(50-59%)** | **Level 2****(60-69%)** | **Level 3****(70-79%)** | **Level 4****(80-100%)** | **Mark** |
| **Social Media Research*** pros and cons
 | * list of pros and cons is incomplete
 | * list of pros and cons is partially complete and/or lacks depth and detail
 | * list of pros and cons is somewhat complete, but lacks depth
 | * list of pros and cons is thorough
 | * list of pros and cons is thorough, well-rounded and insightful
 |  **/5** |
| **Purposes*** area of interest
* target audience
* message/ purpose
 | * area of interest is unidentified and/or completely inappropriate
* target audience is incomplete
* message/purpose is unidentified and/or completely inappropriate
 | * area of interest is vague and/or inappropriate for assignment
* target audience is inaccurate and/or lacks depth and detail
* message/purpose is vague and/or inappropriate for assignment
 | * area of interest is somewhat clear and/or appropriate
* target audience is somewhat accurate, but lacks depth
* message/purpose is somewhat clear and/or appropriate
 | * area of interest is specific and appropriate
* target audience is accurate
* message/purpose is specific and appropriate
 | * area of interest is specific, clear and appropriate
* target audience is accurate and insightful
* message/purpose is specific, clear and appropriate
 |  **/5** |
| **Account and Profile*** profile
* appearance
 | * profile is incomplete and/or inappropriate for purpose
* appearance lacks effort and/or is unsuitable for purpose
 | * profile is vague and/or unsuitable for purpose
* simple appearance is not particularly suitable for purpose
 | * profile is mostly complete and somewhat suitable for purpose

 appearance is adequate and somewhat effective for purpose | * profile is complete and suitable for purpose
* appearance presents effort and is effective for purpose
 | * profile is complete, suitable and effective for purpose
* appearance presents effort and thought, and is effective for purpose
 |  **/10** |
| **Account Posts and Activities*** quality
* number
* use of formatting and comm. techniques
 | * posts are not positive and/or appropriate “Posts of Value”
* number of posts and activities is below 50% of that required
* no use of service-specific formatting and communication techniques

(e.g. hashtags) | * few posts are positive and/or appropriate “Posts of Value”
* number of posts and activities is 50% of that required
* poor use of service-specific formatting and communication techniques

(e.g. hashtags) | * most posts are positive and/or appropriate “Posts of Value”
* number of posts and activities is 75% of that required
* somewhat effective use of service-specific formatting and communication techniques

(e.g. hashtags) | * posts are positive and appropriate “Posts of Value”
* number of posts and activities has been met
* effective use of service-specific formatting and communication techniques

(e.g. hashtags) | * posts are positive, insightful and appropriate “Posts of Value”
* number of posts and activities has been exceeded
* insightful and effective use of service-specific formatting and communication techniques

(e.g. hashtags) |  **/30** |