Social Media Communication: 
Concepts, Practices, Data, Law and Ethics, second edition 
Jeremy Harris Lipschultz

Teaching Guide (2018)  
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Chapter One:
Introduction to Social Media
Chapter Supplements

Videos

Socialnomics 2017: The Social Media Revolution
Erik Qualman
(2:28)
https://www.youtube.com/watch?v=PWa8-43kE-Q

Apple and Augmented Reality
CNN Money
(4:43)
https://www.youtube.com/watch?v=_EfMCTOQd6A

We the Voters: How Does Social Media Change the Election?
CBS News
(5:34)
https://www.youtube.com/watch?v=ftjHfUfE4Xc

Understanding the Functional Building Blocks of Social Media
Ian McCarthy
(6:24)
https://www.youtube.com/watch?v=BCjC bqYs_j0
Case Study

Red Cube Project
The Art Institute of Chicago (AIC)

Campaign Overview
https://vimeo.com/57106589

Cube Project a Success
The Columbia Chronicle
http://www.columbiachronicle.com/arts_and_culture/article_0eb717a1-a208-59c4-b916-89f9b93a9dc7.html

What’s Up with the Cubes?
The Chicago Tribune

Discussion Questions

1. What was the problem AIC was trying to solve?
2. What was the strategy of the Red Cube Project?
3. What public(s) was the Red Cube Project targeting?
4. Describe two unique tactics used in the campaign.
5. Was the campaign successful? Defend your response using campaign statistics.
Chapter Assignment

Social Media Diary and Analysis

This assignment will be your first step in understanding consumer behavior in social media. To do that, you will be monitoring your own social media behavior for one week and analyzing the results to determine any key insights about why you engage with certain posts. After you identify the key insights about your social media engagement, you will design an ideal post from a company/organization that is most likely to gain your engagement.

Part 1 - Diary

For the first part of the assignment, you will record your engagements with posts on YOUR THREE MOST-USED SOCIAL MEDIA SITES. You may choose your sites from the following:

<table>
<thead>
<tr>
<th>Social Network Site</th>
<th>Facebook</th>
<th>Instagram</th>
<th>LinkedIn</th>
<th>Pinterest</th>
<th>Reddit</th>
<th>Swarm</th>
<th>Snapchat</th>
<th>Twitter</th>
<th>Tumblr</th>
<th>YouTube</th>
</tr>
</thead>
</table>

You will be focusing on posts with which you like, share, comment, RT (retweet), repin, etc. Use the diary template to record your interactions.

Use the following guide to assist in filling out the diary.

Diary Categories

Social Network Site: Facebook, Instagram, LinkedIn, Pinterest, Reddit, Swarm, Snapchat, Twitter, Tumblr, or YouTube

Post Author: Was the post created by a friend, acquaintance, celebrity, company/organization?

Time: Exact time of the interaction

Device Used: Computer, Tablet, Phone, Etc.

Type of Interaction: Like, Share, Comment, RT, Repin, Favorite, etc.

Post Description: Give a brief description of the post. Was the post personal (friend) or professional (what type of business/organization)? What is the post (generally) about? What was the tone (friendly, funny, sad, inspirational, etc.)? Was there a Call-to-Action?

Additional Content: Is there anything beside the text of the post such as a video or gif, picture, hyperlink, tag, hashtag, etc.?

Why did you interact? Briefly describe why you chose to interact with the post.
Part 2 – Analysis

For the second part of the assignment, you will write a 2-3 page analysis of the data you collected. You should write 1-2 paragraphs for each data category that identifies key insights that you gained about your social media engagement behavior. Example: For time, you may notice that that there are specific times of day when you interact most frequently.

For two data/diary categories of your choice, create an information graphic such as a pie chart, bar graph, or any other type of visual representation of your data. You can easily create a graphic using the Charts tab in MS Word, but you may also use online services such as easel.ly and visual.ly to create more sophisticated infographics. Give your graph a clear title that describes the information of the graphic.

Part 3 – An Ideal Post

From the insights you gained about your social media interactions, you will complete the included form to describe an ideal post from a company/organization that would be most likely to gain a social interaction from you. Your description should include:

1) The social network site on which the post will appear
2) Name of company/organization making the post
3) Exact time of post
4) Mock-up of the post including text, any visual content, and additional content such as hyperlinks or hashtags
5) Provide a short defense for why you would be likely to interact with the post. Use key insights from your social media analysis to support your defense
Chapter Two:
CMC, Diffusion and Social Theories
Chapter Supplements

Videos

The History of the Internet
NBC News
(3:18)
https://www.nbcnews.com/mach/video/this-is-the-history-of-the-internet-1022549059716

A Magna Carta for the Web
Tim Berners-Lee @ TEDx
(6:43)
https://www.ted.com/talks/tim_berners_lee_a_magna_carta_for_the_web

Diffusion of Innovation Theory: The Adoption Curve
Rare
(3:33)
https://www.youtube.com/watch?v=9QnfWhtujPA

Uses and Gratifications Theory Explained
The Media Insider
(3:48)
https://www.youtube.com/watch?v=aopqPs7rb_Q
Case Study

Pokémon Go
Niantic

Launch Trailer
https://www.youtube.com/watch?v=2sj2iQyBTQs&t=26s

‘Pokemon Go’ Shows Augmented Reality’s Edge Over Full-On Virtual Reality
Los Angeles Times

Pokémon Go Revenue and Usage Statistics
http://www.businessofapps.com/data/pokemon-go-statistics/

Discussion Questions

1. How does Pokémon Go utilize augmented reality in gameplay?
2. Which generation was an early adopter of Pokémon Go? Which generation was an early/late majority? Which generation was a laggard?
3. In what way did the design of Pokémon Go gameplay accelerate the diffusion of innovation?
4. How could brands integrate Pokémon Go into marketing/public relations campaigns to engage with publics?
5. In what ways was Pokémon Go a success for Nintendo?
Chapter Assignment

Tapping Trending Technology in Social Media

Though social media seems like it is a new concept, many platforms have been around for more than a decade. As such, we can see the different stages of the diffusion of innovation model by examining various technological innovations that may be integrated in social media communication between organizations and its publics. For this assignment, you will select one social media trend that you believe will have the biggest impact on brands in the next year. Trends may include social video, augmented reality, games, or any other trend that you feel should be considered by brands to enhance their relationships with their publics.

Part 1 - Identify the Trend

Describe the trend that brands should be implementing in their social media strategy for the upcoming year. Use the following questions to guide your description:

1. How would you define the trend? Provide an example of how a social media user would experience the trend in action.
2. At what stage in the diffusion of innovation is the trend?
3. What organizations are currently using the trend successfully?

Part 2 - Defend the Trend

Identify one organization (company or nonprofit) that you believe will benefit from integrating the trend into its communication strategy with publics. Describe why you believe adopting the trend is in the organization’s best interest by addressing the following questions:

1. Will this new technology be used to recruit a new audience for the organization or strengthen relationships with an existing public of the organization?
2. What are the unique demographic and personality characteristics of the organization’s early adopter group for the technology?
3. Why will the new technology appeal to the early adopter group?
4. How can your organization encourage early adopters to endorse your organization’s message using the new technology to reach majority adopters?

Part 3 - Design the Message

Propose one social media post using your selected trend.

1. On which social media platform will the trend appear?
2. What is the goal for the post?
3. Provide a detailed description of the post content including the message and audio/visual design.
4. How can the audience engage with the post?
Chapter Three:
Social Media in Journalism
Chapter Supplements

Videos

**Journalism and Social Media**
Newseum
(3:51)
https://www.youtube.com/watch?v=HcDU9uV4eZQ

**How is Social Media Changing Journalism**
The Atlantic
(2:18)
https://www.youtube.com/watch?v=-7esKJDZqzQ

**How the 21st Century Changed Journalism**
Test Tube News/NowThis
(4:57)
https://www.youtube.com/watch?v=rmFlKKOKEnw

**The Future of Journalism**
Tim Rosenstiel (American Press Institute) @ TEDx Atlanta
(18:35)
https://www.youtube.com/watch?v=RuBE_dP900Y

**The Impact of Twitter on Journalism**
PBS Off Book
(5:29)
https://www.youtube.com/watch?v=NI9xI-kAE8A

**“Citizen Journalism” in the Digital Age**
C-SPAN
(1:25:00)
Case Study

Using Social Media to Document Natural Disaster Recovery

Caribbean Voice Facebook Page
https://www.facebook.com/OurCaribbeanVoice/

Crowdsourcing Coverage of Hurricane Recovery in the Caribbean
International Journalists’ Network (IJNet)
https://ijnet.org/en/blog/crowdsourcing-coverage-hurricane-recovery-caribbean

“‘Caribbean Voice’: Amplifying Caribbean Voices through Citizen Journalism”
launched as the Caribbean rebuilds post Irma and Maria
Organisation of Eastern Caribbean States (OECS)

Glimpses of Hope as Dominica Rebuilds After Hurricane Maria
Caribbean News Now!

Discussion Questions

1. What is the purpose of the “Caribbean Voice” initiative?
2. What are the guidelines for reporting a news item to the “Caribbean Voice” Facebook Page?
3. Which Caribbean organizations support the “Caribbean Voice” initiative?
4. How could the “Caribbean Voice” engage with traditional news organizations to improve reporting efforts?
5. How could the “Caribbean Voice” engage with relief organizations to improve recovery efforts?
**Chapter Assignment**

**Assignment #1**

**Facebook for Journalists Certificate**

[https://www.facebook.com/business/e/courses/journalists](https://www.facebook.com/business/e/courses/journalists)

Facebook, in partnership with Poynter, offers a certification program for journalists to use the platform for reporting stories. The certification course takes approximately 90 minutes to complete and includes the following learning segments:

1. How journalists can best utilize Facebook and Instagram (15 minutes)
2. Using Facebook Live (18 minutes)
3. Immersive Storytelling with Facebook 360 (15 minutes)
4. Knowledge assessment through Poynter (45 minutes)

**Assignment #2**

**Using Live Tweets in News Reporting**

Journalists will often use Twitter to report events in real-time. For this assignment, you will cover one event on campus through *live tweeting*. You will publish at least five (5) tweets that cover the event as it is occurring. To identify your tweets as part of a series, begin your tweets with a numerical indicator such as (1/5), (2/5) and so on.

In addition to the text of the tweet, you must include the following additional content in your live tweet news story.

1. One tag that identifies the event, event speaker, or event participant
2. One hashtag that is related to the event
3. One picture or video from the event
4. One quote from an event speaker or participant

You do not need to include all of the above items in each tweet, but each item must appear at some point during your live tweet story string.
Chapter Four:
Social Media in Public Relations
Chapter Supplements

Videos

David Carlson (Ogilvy PR): Social Media and Traditional PR
Ogilvy PR
(1:49)
https://www.youtube.com/watch?v=SKLPBsITvDc

Social Media Command Center @ New Orleans Super Bowl 47
tnooz
(3:06)
https://www.youtube.com/watch?v=h13hEUMRmFs

Using Social Media for PR
In a Nutshell
(2:16)
https://www.youtube.com/watch?v=2wwi9hi2F-A

Social Media and Your Public Relations Strategy
The Halo Group NY
(1:18)
https://www.youtube.com/watch?v=qIVyMuW0mVw

This Chicago PR Pro Accidentally Created a Career Building Instagram Followings
Entrepreneur
(3:49)
https://www.entrepreneur.com/video/274140
Case Study

#OptOutside
REI

Campaign Overview
https://www.youtube.com/watch?v=JJHlQUEp7p0&feature=youtu.be

How Values and Purpose Made REI’s #OptOutside Campaign a Big Winner at Cannes
Fast Company

REI’s #OptOutside is Part of a Bigger Retail Strategy
Silicon Beat

How One Brave Idea Drove REI’s Award-Winning #OptOutside Campaign
Adweek

Get Out There: The Backstory of REI’s #OptOutside Campaign
Sierra Club

Discussion Questions

1. How did the #OptOutside campaign align with REI’s corporate values?
2. In what ways did the #OptOutside campaign integrate social media engagement?
3. How did the #OptOutside campaign encourage social media engagement with its publics?
4. How was social sharing promoted during the #OptOutside campaign?
5. In what ways was the #OptOutside campaign successful?
Chapter Assignment

Industry Professional Interview

For this assignment, you will conduct an interview with a PR industry professional who uses social media as a key part of their day-to-day job duties. You will decide whom to interview and to make arrangements for the interview, but your interviewee must be a social media professional (not a student).

Please keep in mind that industry professionals are very busy and will be more likely to accept an interview request that is made well in advance. You should submit an interview request to your selected industry professional at least a couple of weeks before the assignment is due. In addition, it is strongly recommended to identify two or three possible interviewees, as your first choice may not be available.

You may conduct the interview in whatever way you feel most comfortable (email, Twitter, by phone, in-person, etc.) You will need to transcribe the full interview for the assignment, so plan to record the interview in some way so your interview transcription is accurate.

Interview Requirements

Interview Length:
There is no word count requirement, as the length of interviewee responses will vary.

Interview Content:
Your case must include some key elements including:
- Title
- Byline (your name)
- Introduction (1-2 paragraphs)
  - A short bio of your interviewee and why you chose to interview him or her
- Transcription of interview
  - Clearly indicate who is speaking when transcribing the interview
    - Lead each segment with Q: or A:, or you may use your last name and the interviewee’s last name
    - Example:
      - Jones: What is one piece of advice you would give to an aspiring social media professional?
      - Smith: Always be curious about trying out new social media platforms and new technology. Staying ahead of the curve will help you select the best channels and methods to reach your public.
  - Conclusion (1-2 paragraphs)
    - Share your insights from the interview
      - What new information did you learn about how social media is used in PR?
      - What key takeaways should the audience remember from the interview?

Interview Questions:
You must ask a minimum of six (6) interview questions. You will want to get in-depth answers, so avoid asking questions that could have a yes/no response. Ask follow-up questions if your interviewee
brings up a topic that you would like to know more about (note the follow-up question and response in the transcription).

There is one (1) required question and two (2) questions that you may choose from the below list. For the remaining questions, you may ask anything you like so long as it relates to the use of social media in the PR industry. You may ask the questions in any order.

<table>
<thead>
<tr>
<th>Required Question:</th>
<th>What is one piece of advice you would give to an aspiring social media professional?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Questions: (Choose two)</td>
<td>What type of consumer research do you conduct before planning a social media campaign?</td>
</tr>
<tr>
<td></td>
<td>Why do you think social media is important for building relationships with stakeholders?</td>
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<tr>
<td></td>
<td>Describe a recent successful social media campaign conducted by your organization and why you feel it was successful.</td>
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<tr>
<td></td>
<td>What people/organizations do you follow to stay up-to-date on social media trends and why?</td>
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<tr>
<td></td>
<td>What companies/organizations do you think are “doing it right” when it comes to social media? Why?</td>
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<tr>
<td></td>
<td>What do you think is the most important up-and-coming trend in social media and why is that trend important?</td>
</tr>
<tr>
<td></td>
<td>Would you explain some tools that you use to plan, implement, or evaluate social media campaigns?</td>
</tr>
</tbody>
</table>

| Your questions: (Create three) | It’s up to you! Just make sure your questions relate to social media and PR. |
Chapter Five:
Social Media in Advertising and Marketing
Chapter Supplements

Videos

Advertising in Disguise on Social Media
*Forbes*
(3:57)
https://www.forbes.com/video/5219382958001/

Malcom Gladwell Predicted Social-Media Advertising Would be a Fad. These Pros Say No Way.
*Entrepreneur*
(3:01)
https://www.entrepreneur.com/video/272946#

Brands are Relying on ‘Influencer’ More Than Ever
*Fortune*
(2:54)
http://fortune.com/2017/07/13/brands-influencer-marketing-advertisement/

Designing a Purposeful Personal Brand from Zero to Infinity
Tai Tran @ TEDx
(10:07)
https://www.youtube.com/watch?v=Alqt7plbp_o

LinkedIn and College Internships – One Student’s Story
Nicolette Weinbaum
(4:46)
https://www.youtube.com/watch?v=ElPrOQPSgi8
Case Study

Museum of Feelings
Glade (SC Johnson)

Campaign Overview
https://clios.com/awards/winner/13096

The Museum of Feelings: Five Things We Learned
WGSN Insider

What the Museum of Feelings Got Right About Experiential Marketing
Beeby Clark+Meyler

Why Brands are Building Their Own ‘Museums’ Where Immersion is the Price of Entry
Adweek

Discussion Questions

1. What was the purpose of the Museum of Feelings?
2. How did the Museum of Feelings integrate social media into the experience?
3. Describe why you believe experiential marketing targets awareness-oriented or behavior-oriented outcomes.
4. Was the Museum of Feelings created to reach existing consumers or new consumers?
5. In what ways was the Museum of Feelings successful for the Glade brand of products?
Chapter Assignment

Brand “Dating” Profile

To design effective advertising and marketing communication, you should think of that communication as a conversation between two people. For this assignment, you will imagine that your brand is an actual person that is looking for a “meetup” with your ideal target consumer. The meetup can be for friendship, a date, or even a mentorship. Write a 300-450 word dating profile from the perspective of your brand that is directed to your consumer. Be creative and have fun with this assignment (but keep it PG-rated).

Headline
Create something catchy and memorable

Picture(s)
Design a profile picture related to your brand that would intrigue your consumer to “swipe right.” It doesn’t necessarily need to be a picture of a person or the brand logo, but the picture should represent something that is important to your brand. Also, include up to three (3) additional pictures in the personal profile that you feel would make the brand more appealing to you consumer (such as a picture of what a first “meetup” may look like).

Who is your brand? (100-150 words)
Envision your brand as a actual person
  • Provide some demographic (age, education, geographic location, etc.) & psychographic (personality & behavior) information that would best represent your brand if they were a person
  • What does the brand have to offer to a potential partner or friend?
  • Why is the brand looking for a “meetup” with the consumer? Friendship or romance? Is the brand new to the “area” (such as appealing to a new consumer group)?

Who is your brand looking for in a partner? (100-150 words)
Envision your ideal target consumer as a specific person
  • Use demographic & psychographic information to describe your consumer.
  • Why is this target consumer attractive to the brand?
  • What values does your brand and consumer group share?

Describe an ideal “meetup” between the brand and consumer (100-150 words)
Describe what the perfect meetup would look like between your personified brand and consumer.
  • What type of meetup is it?
  • When would they meet?
  • What type of activity would they do?
Chapter Six:
Social Media Metrics and Analytics
Chapter Supplements

Videos

How to Set Objectives, KPIs, and Key Support Messages
Hootsuite
(3:23)
https://www.youtube.com/watch?v=jbPr2ChKzcU

Measuring Social Media Success
Jellyfish Agency
(6:10)
https://www.youtube.com/watch?v=GL_kokmcNLs

Social Media Metrics
American Marketing Association
(6:31)
https://www.youtube.com/watch?v=yT9eoSXJNUo

Why Social Media Analytics are Important
Networx Brisbane
(2:23)
https://www.youtube.com/watch?v=jRrit3XiDg0

How Analytics Helps Deliver Happiness
SAS with Alex Soria (Zappos)
(10:33)
https://www.youtube.com/watch?v=pd0n_NOrm9o

Social Media Listening
The Drum with Hannah Rainford (Jellyfish)
(11:08)
https://www.youtube.com/watch?v=29v-md_Coj0&t=45s
**Case Study**

**I Will What I Want**
Under Armour

**Campaign Overview**
https://www.youtube.com/watch?v=31-Dv_xiXVo


**Under Armour and Droga5 on Creating the ‘Very Unpolished’ Gisele Bündchen Film**
The Drum

**Under Armour Kicks Its Way to the Top**
Digital Training Academy
http://www.digitaltrainingacademy.com/casestudies/2015/07/cannes_lions_case_study_under_armour_kicks_its_way_to_the_top.php

**Discussion Questions**

1. What consumer group was Under Armour targeting with the I Will What I Want Campaign?
2. How did the selection of *influencers* differ from the traditional perception of athletes?
3. How did the campaign integrate real-time social media conversation?
4. How did the campaign attract an untapped consumer market?
5. How did the campaign impact Under Armour sales?
Chapter Assignment

Assignment #1
Analytics Training Courses

Note to Instructor: There are several analytics “academies” that are available online for free. It is recommended that you implement one or more of these training courses into your class design. In addition to the training courses, some providers offer a certification exam (for a separate charge) that students may take after the course is completed. While the certification exam does not need to be a requirement of your course, students who earn certification may list it on their resume.

Below is a short list of analytics training programs that may be taken for certification.

Google Analytics Academy

Google Analytics for Beginners
https://analytics.google.com/analytics/academy/course/6

“Google Analytics for Beginners shows new users how to create an account, implement tracking codes, and set up data filters. You’ll learn how to navigate the Google Analytics interface and reports, and set up dashboards and shortcuts. The course will also demonstrate how to analyze basic Audience, Acquisition, and Behavior reports, and set up goals and campaign tracking.”

Hootsuite Academy

Hootsuite Student Program
https://hootsuite.com/pages/landing/student-program#

Hootsuite’s Student Program provides educators and their classrooms free semester-long access to professional social media tools and resources. Resources available for classroom use include:

- Free Hootsuite Dashboard
- Free Online Courses from Hootsuite Academy
- Free Certification

Hubspot

Hubspot Education Partner Program
https://academy.hubspot.com/education-partner-program

HubSpot’s Education Partner Program provides college and university professors with everything they need to teach leading courses in marketing, sales, entrepreneurship, and communications. Access includes free software, resources, educator’s community, and support.
Assignment #2
Social Media Listening Study
(Recommended as team assignment)

This assignment is step one in developing a social media campaign proposal for a potential client. You will develop a 15-17 page report that will analyze your client’s current social media presence and compare the strength of that presence with four (4) competitors. Social Media Listening will allow you the opportunity to assess the current state of your client’s social media presence and to compare its strengths and weaknesses with its primary competitors.

Your Social Media Listening Study should include:

**Introduction (½-1 Page)**
This section should give your audience a brief introduction to the client and its current social media presence. The introduction should be no longer than one page.

**PART 1 - CLIENT REPORT (3-5 Total Pages)**
The client report describes your client from several different perspectives. Each section should provide a detailed description of your client and its competitors. Go beyond a bullet point listing of characteristics and qualities. Think of this as telling a “research story” about your client.

**Client Description (1-2 pages)**
- Give a brief description of your client including:
  - What industry category your client belongs to (Media, Sports, Non-Profit, Food, Entertainment, Education, etc.)
  - What product/services your client provides
  - Your client’s history
  - Brand Persona
    - Brand Archetype
    - Brand Voice
    - Brand Personality
  - Consumer groups your client currently serves
    - Primary Consumers and Secondary Consumers
  - What are the client’s goals for the future

**Competitive Set (2-3 pages)**
- Choose four companies/organizations that are direct competitors for your client’s consumers
- Provide a short description of the competitor (1-2 paragraphs)
- Give a detailed description of why you consider those companies/organizations to be primary competitors (2-4 paragraphs)

**PART 2 - SOCIAL MEDIA ANALYSIS (8-10 Total Pages)**
The social media analysis will assess the current state of your client’s social media presence and compare it with its competitors. Provide a thorough analysis of social media presence in those channels. The goal of the social media analysis is to identify what your client does well in social media and to target areas for improvement. For each channel, your analysis should include:

**Three-Month Review**
- Your client, plus four (4) competitors
Two social media platforms

1. **Competitive Analysis (4-5 Pages)**
   - Compare strengths and weaknesses of the client’s channel presence with each of your client’s identified competitors
     - Answer the 5 Ws and H
       - Use various sources of information to gain insight about your client’s social media presence
         - Traditional News
         - Online News and Blogs
         - Industry Sources (WARC, PRSA, Cannes Lions, SXSW, etc.)
   - SWOT Analysis Chart
   - Positioning Matrix

2. **Top Three Posts Analysis (4-5 pages)**
   - Analysis of the client’s and competitors’ Top Three Posts from the past three months with the most engagement for each platform
     - 30 Posts Total
       - You may use analysis tools such as Icerocket, Social Mention, Keyhole, etc., to identify Top Three Posts
       - Provide a screenshot of each Top Three Post
       - Why does your team believe the posts earned strong engagement (2-3 sentences)?
         - Relevant
         - Timely
         - Unique
         - Emotional
         - Call-to-action
         - Additional content (such as hashtags, links, pictures/video)

**PART 3 – FUTURE SOCIAL MEDIA CHANNEL (1-2 pages)**
Identify a social media channel that your client should use to engage with its consumers. Your team should provide a compelling argument based on research.

- How does this channel provide a more engaging way for your client to communicate with its consumers?
  - Video/Pictures
  - Two-way conversation
  - Calls-to-action
- What are the potential opportunities of using this new channel?
- What are the potential threats of using this new channel?

**Conclusion (½-1 page)**
Wrap up your research report by restating the most important, or interesting, findings. Give recommendations for how this information should be considered when creating a social media campaign.
Chapter Seven:
New and Mobile Media Technologies, Innovation and Investment
Chapter Supplements

Videos

Apple Watch — Dear Apple
Apple
(2:38)
https://www.youtube.com/watch?v=N-x8Ik9G5Dg

A Social-Media Decoder
MIT Technology Review
(3:21)
https://www.technologyreview.com/s/425793/a-social-media-decoder/

Hiding Secret Messages on Social Media
CNN
(3:44)

Jansport’s High-Tech Backpack Shares Your Social Media
CNN
(1:16)

Facebook Not Live
Tomcat Rodent Control
(2:31)
https://vimeo.com/213558784
Case Study

Facebook Artificial Intelligence and Suicide Prevention
Facebook

Campaign Overview
https://www.facebook.com/fbsafety/videos/1497015877002912/

Getting Our Community Help in Real Time
Facebook

Facebook Rolls Out AI to Detect Suicidal Posts Before They’re Reported
TechCrunch

How Facebook Plans to Use Artificial Intelligence to Help Prevent Suicide
Fortune

Facebook Created an AI Tool that can Prevent Suicide, but Won’t Talk about How It Works
Mashable

Discussion Questions

1. How does the integration of AI improve Facebook’s suicide prevention monitoring?
2. How does Facebook work with mental health agencies and first-responders when a suicidal message is detected?
3. Why are Facebook users in the European Union (EU) not included in AI scanning?
4. Why does the use of AI to scan for potentially suicidal messages concern some users?
5. Why do you believe that Facebook has implemented a program related to suicide prevention?
Chapter Assignment

Facebook Frame Studio
https://www.facebook.com/fbcameraeffects/home/
Select Open Frame Studio

The Facebook Frame studio allows artistic frames to be added to images and video taken with the Facebook camera, or to a user’s profile picture. For this assignment, you will create a Facebook frame for your university. You must use your university’s name somewhere in the frame, but the rest of the design is up to you.

You will need to create an image that follows Facebook’s Frame Guidelines, which includes:

1. Artwork must be 100% original.
2. Image must be save as PNG.
3. Image must have a transparent background.
4. Image must be no larger than 1mb.
5. Text and images must be placed around the edges of the frame.
6. Does not contain any promotional or marketing messages.
7. Does not contain QR codes or non-functioning elements (such as a play button).

To create your Facebook Frame, following the following steps:

1. Create your design in an image editing program such as Adobe Photoshop or Canva (https://www.canva.com/).
   a. Tip- Save each element of your design as a separate PNG file.
2. Go to https://www.facebook.com/fbcameraeffects/home/
3. Open Frame Studio
4. On the “Design” page, upload each element of your Facebook Frame design.
5. Place your elements where you would like those to appear on your Facebook Frame.
   a. Tip- Check all preview versions to ensure your entire frame is visible.
6. Click “Next”
7. On the “Details” page, add the relevant information including:
   a. A name for your Facebook Frame
   b. The dates for when your Frame will be available
   c. Keywords for which Facebook users may search for your frame using the Facebook Camera
8. Click “Publish”

It will only take a few minutes to for your frame to publish if it meets the Facebook guidelines. Once your frame is published, go to www.facebook.com/profilepicframes. Find your frame and add it to your Facebook profile picture. Take a screenshot of your profile picture with the frame, and send it to your instructor.
Chapter Eight:
Big Data and Privacy
Chapter Supplements

Videos

Big Data
TED-Ed
(6:07)
https://www.youtube.com/watch?v=j-0cUmUyb-Y

Big Data for Smarter Customer Experiences
Ogilvy & Mather Group UK
(5:23)
https://www.youtube.com/watch?v=449twsMTMtJ

Infographic Social Media (Social Sharing)
Yarrut Franken
(1:33)
https://www.youtube.com/watch?v=363jgUOH64k

What do We Do with All this Big Data?
Susan Etling @ TEDx
(12:27)
https://www.youtube.com/watch?v=AWPrOvzzqZk

The Human Face of Big Data
PBS
(Full Documentary - 56:00)
$3.99 @ YouTube
https://www.youtube.com/watch?v=66_nkd4KbBk
Free Clips (2:30-2:50)
http://www.pbs.org/program/human-face-big-data/

Snapchat’s Snap Map Feature Raises Privacy Concerns
ABC News
(2:05)

Sorry, But You Just Can’t Erase Yourself from the Internet
Mashable
(1:50)
http://mashable.com/2017/10/12/how-easy-is-it-to-go-off-the-grid/
Case Study

Ushahidi

What is Ushahidi?
Ushahidi
(2:00)
https://www.youtube.com/watch?v=EhT3co2qNAA

Ushahidi
Sebastian Mitchell @ DOKU: TECH
(13:40)
https://www.youtube.com/watch?v=OA3Z_Om2S3o

Cause Resiliency Experiment – Ushahidi
Erni Canada
(6:43)
https://www.youtube.com/watch?v=p4jNRj_TqUw

Discussion Questions

1. Why was Ushahidi developed?
2. How does Ushahidi work?
3. What type of information can be reported by Ushahidi?
4. How can information that is reported by Ushahidi be used by various organizations (Journalists, Governments, NGOs)?
5. How could Ushahidi be used by students to report important issues to university administration?
Chapter Assignment

Terms and Conditions

Companion Documentary
“Terms and Conditions”
Available through iTunes, Amazon Video, YouTube

We are living in an information age, and in this age, your personal information is a form of currency. When registering for an app or social media account, you are presented with a set of “Terms and Conditions” to which you must agree before you can set up your account. Have you ever read the full terms and conditions? Most people haven’t, but understanding the terms and conditions of the digital services you use is very important. That document lays out how your personal information and online behaviors are observed and how that information is stored and used by companies.

For this assignment, you are going to read and analyze the privacy policy for the following social media platforms:

Facebook
https://www.facebook.com/about/privacy/
Subsidiary companies include Instagram, Oculus, and WhatsApp, Inc.

Snap, Inc.
Subsidiary companies include Bitmoji and Snapchat.

Twitter
https://twitter.com/en/privacy
Subsidiary companies include Periscope, TweetDeck, and MoPob Advertising Solutions

Analysis Questions

1. What type of personal information is collected by the company?
2. How does the company use your personal information?
3. How does the company share your personal information?
   a. Other social media users
   b. Third-party partners
4. How can you manage your personal information on the social media platform?
Chapter Nine:
Law and Regulation
Chapter Supplements

Videos

U.S. Can Now Ask Travelers for Social Media Information
USA Today
(:55)
https://www.usatoday.com/videos/tech/2017/06/02/u.s.-can-now-ask-travelers-social-media-information/102419274/

Regulation on the Way for Social Media Companies?
MSNBC
(4:41)

SCOTUS Rules in Favor of Man Convicted of Posting Threatening Messages on Facebook
CNN
(2:03)

A Judge Explains How Facebook Can Be Used Against You in Court
Business Insider
(1:36)

Facebook Now Says Law Enforcement Can’t Use Data for Surveillance
Newsy
(1:11)
https://www.newsy.com/stories/facebook-says-user-data-can-t-be-used-for-surveillance/

Germany: New Law Against Online Hate Speech
Deutsche Well
(1:41)
http://p.dw.com/p/2fjgV
Case Study

U.S. Net Neutrality

Net Neutrality Explained
Wall Street Journal
https://www.youtube.com/watch?v=p90McT24Z6w

Federal Communication Commission Votes on Net Neutrality, Part 1
C-SPAN
(01:11:00 - 02:18:00)

Federal Communication Commission Votes on Net Neutrality, Part 2
C-SPAN
(0:01:00 – 0:10:49)

Net Neutrality Repeal: Now What?
CNN

Uncertainty High After Repeal of Net Neutrality
The Hill

What the Net Neutrality Repeal Means for Us
Rolling Stone
https://www.rollingstone.com/culture/features/what-the-net-neutrality-repeal-means-for-us-w514104

Discussion Questions

1. What is the core concept of net neutrality?
2. How did the 2015 net neutrality regulations change the status of ISPs?
3. What are the arguments for and against net neutrality?
4. What are possible changes the U.S. public may experience in accessing internet content after the repeal of net neutrality?
5. Why do you believe net neutrality should be supported or repealed?
Chapter Assignment

University Social Media Policy

A corporate social media policy guides employees with proper communication content and style when using social media platforms to engage with a general public. Social media policies typically fall within two categories. First is the corporate social media policy, which oversees all communication through official company accounts. Second is the employee social media policy, which guides employees to act as proper advocates for the company when using personal media accounts.

There are three main benefits to the development of a social media policy, which includes: 1) protection of the corporate reputation, 2) defense against legal or security risks, and 3) consistent messaging standards across all channels and representatives.

For this assignment, you will propose a corporate social media policy for your university. The policy will include guidelines for all official university social media accounts. This policy will apply to all accounts including the main university, colleges, departments and programs (such as athletics).

Social Media Policy Assignment Guidelines

Comparative Analysis (3-4 pages)
You will analyze the social media policies for the following universities:

- California State University, East Bay
  http://www.csueastbay.edu/universitycommunications/index.html
- Drexel University
  http://drexel.edu/ucomm/about/policies/social-media/
- Kent State University
  https://www.kent.edu/ucm/social/guide-social-media
- Purdue University
  http://www.purdue.edu/policies/information-technology/viic2.html
- University of Houston
  http://www.uh.edu/policies/social-media/

Identify and describe common policies and practices for the following areas:

1. What are the common legal standards that must be followed in university social media communication?
   a. Employee/Student privacy
   b. Crediting sources of content
   c. Disclaimers
   d. Intellectual property
   e. Photo/Video release

2. What are the brand standards for university social media communication?
   a. Logos
   b. Taglines
   c. Hashtags

3. What are the communication standards for university social media communication?
   a. What topics are permitted?
   b. What topics should be avoided?
   c. What is the role of transparency in university communication?
   d. What role does social media listening play?
e. How frequently should social media communication occur?

University Social Media Policy Analysis (1-2 pages)
Now that you have a common set of best practices that have been identified from your comparative analysis, you will analyze the strengths and weakness of your university’s social media policy. You should address three key categories including: 1) Legal Standards, 2) Brand Standards, and 3) Communication Standards.

In your university social media policy analysis, you should identify unique policies that address specific issues within each category (legal, brand, and communication standards), and justify how your university’s policy aligns with the best practices from your comparative analysis. If your current university’s policy does not address those best practices, make recommendations for how the policy should be revised. Use findings from your comparative analysis to make a strong case for your proposed policy.
Chapter Ten:
Social Media Ethics
Chapter Supplements

Videos

Status of Mind
Royal Society for Public Health
(2:50)
https://youtu.be/8zSt6LrLpc8

Instagram’s Quest to Become the Nicest Social Media Platform
CBS News
(4:12)

Revealed: Facebook’s Internal Rulebook on Sex, Terrorism and Violence
The Guardian
(2:17)
Additional Print Articles from “The Facebook Files” (Investigative Series)
https://www.theguardian.com/news/series/facebook-files

Public Shaming Growing Trend on Social Media
CNN
(5:03)

Think Before You Post Vehicle Accidents on Social Media; Be Sensitive
KLEW
(1:25)

#BeingThirteen: Inside the Secret World of Teens
CNN
(42:22)
https://www.youtube.com/watch?v=t0kVI1m81IU
Case Study

Lord & Taylor and Influencer Marketing

What is Influencer Marketing?
Huffington Post
https://www.huffingtonpost.com/global-yodel/what-is-influencer-marketing_b_10778128.html

10 Reasons Why Influencer Marketing is the Next Big Thing
Adweek
http://www.adweek.com/digital/10-reasons-why-influencer-marketing-is-the-next-big-thing/

Lord & Taylor Settles FTC Charges It Deceived Customers Through Paid Article in an Online Fashion Magazine and Paid Instagram Posts by 50 “Fashion Influencers”
Federal Trade Commission

Lord & Taylor Settles Claims of Deceptive Marketing
AdAge

Lessons Learned from Lord & Taylor’s Run-In With the FTC
Adweek

The FTC Says Celebrity Social Media Ads Are Still Too Sneaky
Fortune
http://fortune.com/2017/04/20/ftc-instagram/

The FTC’s Endorsement Guides: What People are Asking
Federal Trade Commission

Discussion Questions

1. What is influencer marketing?
2. Why is it harder to identify influencer marketing through social media over traditional media channels such as television and magazines?
3. Why did the FTC rule that Lord & Taylor’s Design Lab campaign was deceptive advertising?
4. What are the consequences for companies that the FTC finds have engaged in deceptive advertising?
5. In what ways can advertisers ensure that influencers properly identify their endorsements of a brand or product as advertising?
Chapter Assignment

Social Media Scavenger Hunt

For this assignment, you will review the Code of Ethics developed by three professional organizations — the Institute for Advertising Ethics (IAE), the Public Relations Society of America (PRSA), and the Society of Professional Journalists. After you have reviewed the principles, you will select one principle from each organization’s code of ethics that you feel is the most important in social media communication.

Once you have selected your principles, search for social media posts from companies, nonprofit organizations, and news agencies and find one social media post that you believe violates each principle you selected from the corresponding code of ethics. Describe in detail why the post is unethical according to the principle. After you have described how the post is an ethical violation, you will propose a recommendation to revise each post in a way that will bring it into compliance with the established ethical principles.

Assignment Requirements

- Identify the Professional Organization
- Identify the Ethical Principle (1-2 paragraphs)
  - Provide a short description of how the ethical principle is important in social media communication.
- The Ethical Violation (1-2 paragraphs)
  - Provide a screenshot of the post.
  - Describe why the post is in violation of the ethical principle.
- Ethical Revision (1-2 paragraphs)
  - Propose how the post could be revised to bring it into compliance with the ethical principle.

Institute for Advertising Ethics

Principles and Practices for Advertising Ethics

Public Relations Society of America

Code of Ethics
https://www.prsa.org/ethics/code-of-ethics/

Society of Professional Journalists

Code of Ethics
https://www.spj.org/ethicscode.asp
Chapter Supplements

Videos

Best Practices for Creating Social Videos
Hootsuite
(3:59)
https://hootsuite.com/education/courses/social-marketing/content/social-video#

Instagram Carousel Ad Documentary
Instagram
(6:58)
https://vimeo.com/137184843

Best Practices for Twitter
Starfish Global
(2:51)
https://starfishglobal.com/best-practices-for-twitter/

Best Practices for Sharing Content on Snapchat
Hootsuite
(4:00)
https://www.youtube.com/watch?v=wdP3G3GmgI

Facebook LIVE Streaming Tutorial – 8 Facebook Live Tips
ThinkMedia
(19:25)
https://www.youtube.com/watch?v=x7CZHtEfXDi

Publishing on LinkedIn for College Students and Young Professionals
LinkedIn
32:17 Total
(Individual Topics 00:23 – 03:51)
https://www.linkedin.com/learning/publishing-on-linkedin-for-college-students-and-young-professionals/why-publish-on-linkedin
Case Study

Write an Original Case Study

For this assignment, you will write an original case study about one #SocialWin or #SocialFail campaign that was conducted in the past two years. A case study describes a “real-life” situation that often involves a dilemma or conflict that must be resolved. Case studies are commonly used in advertising and public relations to illustrate best practices by examining an existing campaign.

You must use at least 10 references in your case study. Five sources must be from industry publications. The remaining sources may be from traditional news, online news, or academic articles. Acceptable publications may include (but are not limited to):

**Industry Sources**
- Ad Week
- Advertising Age
- PR Newsier
- PR Week
- Ragan’s PR Daily
- The Holmes Report

**Academic Journals**
- Journal of Advertising Research
- Journal of Public Relations Research

**Traditional/Online News Sources**
- Business Insider
- Huffington Post
- Mashable
- Time
- Washington Post

To easily find a campaign that has a sufficient number of sources, focus on campaigns that have won awards at Cannes Lions, PRSA Silver Anvil, or SABRE.

**Case Study Requirements:**

- An overview of the campaign (300-400 words)
  - What key insights are gained from research of public(s)?
  - Campaign Description
    - Goal, Objective, Strategy, Tactics
    - What social media platform(s) was used?
    - Describe how the campaign was innovative
  - Include hyperlinks in your writing that link to your case study references
- Your defense of why the campaign was a success or failure (200-300 words)
  - Use examples/statistics to back up your defense
- Propose a detailed campaign tactic that extends the original campaign in a new way (250-300 words)
  - Choose one social media platform that will be used in the tactic
    - Will the tactic target an existing or new audience?
    - Provide sufficient detail in your description that demonstrates how to implement the tactic
  - Why do you believe the tactic will be a successful extension for the campaign?
    - Justify your tactics by referencing previous research about the organization, its publics, and the original social media campaign
Chapter Assignment

LinkedIn Pulse
Publish Your Case Study
https://www.linkedin.com/learning/publishing-on-linkedin-for-college-students-and-young-professionals/publishing-on-linkedin

LinkedIn is a great way to connect with professionals in your industry. One way to increase your links is to start publishing articles through your account that can be read by the LinkedIn Community. For this assignment, you will publish your original #SocialWin or #SocialFail case study and post it to your LinkedIn account.

To create an effective LinkedIn article, you should include the following elements in addition to your case study content.

- Headline (5-9 words)
- One picture or video
- Add hyperlinks that readers may click for additional information about your case study
- At least one hashtag that is relevant to your case study

Examples of LinkedIn Pulse Articles

Jeremy Harris Lipschultz
ConAgra and the Omaha Business Community: A Branding and Marketing Challenge
https://www.linkedin.com/pulse/conagra-omaha-business-community-branding-marketing-lipschultz/?trackingId=T%2BLKm%2BLBqw05E%2BmN3732%2Bw%3D%3D

Karen Freberg
Approaching Teaching Social Media in the new academic year
https://www.linkedin.com/pulse/approaching-teaching-social-media-new-academic-year-karen-freberg/?trackingId=dqAafXfS3xvEVXf9%2FyLC4g%3D%3D

Chip Cutter
The 50 big ideas for 2018
https://www.linkedin.com/pulse/50-big-ideas-2018-chip-cutter/?trackingId=YnTC1vL%2BbPuwjsaogGey8A%3D%3D

Scott Olster
Students: Kickstart your career. Apply to be a LinkedIn Campus Editor
https://www.linkedin.com/pulse/students-kickstart-your-career-apply-linkedin-campus-editor-olster/
Chapter Twelve:
Future of Social Media and Information Literacy
Chapter Supplements

Videos

Rebirth of Advertising
Kris Hoet @ TEDx
(16:51)
https://www.youtube.com/watch?v=2F3oTubt24w

As Instagram Turns 5, the Co-Founder and CEO Talks About Where the App is Headed
Time
(2:54)

Instagram Founder Opens Up on Feature Battle with Snapchat
CNN
(2:32)

Twitter Doubles its Limit to 280 Characters
CNET
(1:20)

Facebook Launches New Augmented-Reality Technology
Wall Street Journal
(2:53)
Case Study

Information Literacy: Spotting “Fake” News on Social Media

How to Spot Fake News
FactCheck

Hyperpartisan Facebook Pages Are Publishing False and Misleading Information at an Alarming Rate
BuzzFeed

The Reason Your Feed Became an Echo Chamber — And What to Do About It
All Thing Considered (NPR)

The Fake News Culprit No One Wants to Identify: You
Wired

Most Americans Who See Fake News Believe It, New Survey Says
BuzzFeed

Most Americans Believe Fake News is Sowing Confusion
Pew Research Center
http://www.journalism.org/2016/12/15/many-americans-believe-fake-news-is-sowing-confusion/

Discussion Questions

1. What are the eight (8) steps FactCheck recommends to verify whether a story is fake news?
2. What is the purpose of using algorithms to “curate” our social media consumption? What roles do social media algorithms play in shaping the information we see in our news feeds?
3. How do people who use Facebook as a major source of news view the accuracy of news headlines when compared to people who view Facebook as a minor source of news?
4. According to the Pew Research Center, 84% of Americans are at least somewhat confident in their ability to identify fake news, yet 23% have shared a fake political news story online. Why don’t these figures seem to correlate?
5. Find a post from one of your social media feeds that you believe is fake news. Use the steps outlined by FactCheck to verify whether the story is legitimate. Present your findings to the class.
Chapter Assignment

Social Media Campaign Proposal
(Recommended as team assignment)

For the final project, you will work with a team to develop a *Social Media Campaign Proposal*, which will analyze your client’s and its competitors’ social media presence, and propose a comprehensive social media campaign using the GhOST+E method (Goal, Objective, Strategy, Tactics, and Evaluations).

Your Social Media Campaign Proposal should include:

**Executive Summary (1 Page)**

The executive summary highlights the *most important* information of your team’s proposal. What information should go in the executive summary? Think about it in the following way…If you could only “pitch” your client in a one-page document, what information would be the most important to include?

**Introduction (½-1 Page)**

This section should give your audience a brief introduction to the client and the Social Media Campaign Proposal. The introduction should be no longer than one page.

**Table of Contents (1 Page)**

**Part 1- Social Media Listening Study (8-10 Total Pages)**

Your team has already completed Part I earlier in the class. Use the comments/recommendations from your feedback to make improvements on this section. You should condense this report as needed. Include information that is most relevant to your Social Media Campaign Proposal.

**Client Description (1-2 pages)**

- Give a brief description of your client including:
  - What industry category your client belongs to (Media, Sports, Non-Profit, Food, Entertainment, Education, etc.)
  - What product/services your client provides
  - Your client’s history
  - Client Personification
    - Brand Archetype
    - Brand Voice
    - Brand Character
  - Consumer groups your client currently serves
    - Primary Consumers and Secondary Consumers
  - What the client’s goals are for the future

**Competitive Set (½-1 Page per Competitor)**
• Who are the competitors for your brand and why?
  o Choose four companies/organizations that are direct competitors for your client’s target consumers
  o Provide a short description of the competitor (1-2 paragraphs)
  o Give a detailed description of why you consider those companies/organizations to be primary competitors (2 paragraphs)

**Social Media Analysis**

Your social media analysis will assess the current state of your client’s social media presence and compare it with its competitors. The goal of the social media analysis is to identify what your client does well in social media and to target areas for improvement.

**Current Social Media Platforms (2-2 ½ Pages per Platform)**

You will identify two social media platforms your client uses to communicate with its consumers. Provide a thorough analysis of your client’s social media presence in those platforms. For each platform, your analysis should include:

- **Three Month Review**
  o Answer the 5 Ws and H
    - Avoid a list of bullet points and tell a good research story
    - Use various sources of information to gain insight about your client’s social media presence
    - Direct analyses of social media platforms
    - Use analysis tools such as Hootsuite, Meltwater, Hubspot, Google Keyword Planner, etc.
    - Traditional/Online News Sources
  o Compare strengths/weakness of the client’s platform presence with competitors

- **SWOT Analysis Chart**

**Future Social Media Platform (1-1 ½ Pages)**

Identify a new (or under-used) social media platform that your client should use to improve engagement with its consumers. You should provide a compelling argument based on research.

- What platforms are your client’s consumers using?
- What platforms are your competitors using?
- Are there more engaging ways your client could be communicating with its consumers?
  o Video
  o Pictures
  o UGC
- What are the potential opportunities of using this new platform?
- What are the potential threats of using this new platform?

**Part 2- Social Media Campaign Proposal (16-20 Pages Total)**

In the campaign strategy, you will “pitch” a social media campaign for your client that specifically supports its goal. Your campaign proposal will be for a 3-month timeline and must use three social media platforms (two that your client already uses and one new platform). Your team is providing a blueprint for the
campaign, and should be a detailed description of how the campaign will be executed. You should support your campaign proposal with insights from your Social Media Listening Study.

The proposal must follow the elements of GhOST+E:

**One GOAL (1-2 paragraphs)**

- What is the client need that you are trying to satisfy through the campaign?
- Justify why the goal is important to your client. (1-2 paragraphs)
- *Ex: To increase the sales of ModCloth home decor*

**One Overall OBJECTIVE; (1-2 paragraphs)**

- Specific
- Measurable
- 3-month timeline (start date of the campaign is up to your team)
- How will the overall objective support your client’s goal?
  - *Ex: To increase the sale of Baby Bee products 25% by September 30, 2015.*

**One STRATEGY (2-3 Pages)**

- What is the overall plan for your campaign?
  - Support your strategy with insights from your Social Media Listening Study
    - Who are you targeting?
    - What message are you presenting to your target consumer?
      - What is the tone of your message?
      - How does the strategy follow the MUSE principles?
      - What type of change is your campaign targeting?
        - Awareness
        - Attitudes
        - Behavior
    - When will you present the campaign messages?
      - Specific days of week or times of day
      - Specific season/holiday?
    - Where will you present the campaign?
      - Specific social media platforms
        - Explain how the campaign will be cohesive over those social media platforms
    - Why is the message important to your target consumer?
    - How will the campaign motivate engagement?

**Three TACTICS; 1 per Platform (5-6 Pages Total)**

- Describe the *detailed* plan of action for each social media platform (*1 ½ -2 pages per tactic*)
  - Identify one sub-objective for the tactic used on each social media platform
  - How does your proposed tactic support the strategy of the campaign?
  - Who are the target consumers?
  - What is the Call-to-Action?
    - Should be relevant to goal and objectives
      - Sales/Donations
• Become a Follower
• Event participation
• Something else?
  o How will the tactic engage consumers?
    ▪ UGC, Tapping Trends, Influencer Marketing, etc.?
• Provide a mockup of three posts per tactic in the campaign

**Three EVALUATIONS; 1 per Tactic (2-3 pages)**

• Provide a detailed explanation that illustrates how your evaluation method directly measures whether the campaign has met its overall objective and sub-objectives for each tactic (1-2 paragraphs per evaluation).
  o At what specific points in the campaign would you perform evaluations?
  o How will you evaluate the effectiveness of the campaign?
    ▪ What are you measuring?
      • Engagement, Clickthroughs, Event Attendance, Donations, etc.
      • Third-party analytics services
        ▪ Hootsuite, HubSpot, Google Analytics, Meltwater
      ▪ Direct Observation

**Three-Month Editorial Calendar (1 Calendar Per Page, 3 Pages Total)**

• Provide a 3-month editorial calendar
  o Each monthly calendar should include posts for all social media platforms
    ▪ Include general time of post and brief description (one sentence max) of post content

**Conclusion (½-1 page)**

Wrap up your research report with restating the most important, or interesting, findings. Give recommendations for how this information should be considered when creating a communication campaign.

**Reference Page (No Page Limit)**

You must use APA style citations for every research resource you have used in the proposal, as well as in the reference page. Refer to the Purdue Owl for guidance on APA style citations.
[https://owl.english.purdue.edu/owl/section/2/10/](https://owl.english.purdue.edu/owl/section/2/10/)

**Some Campaign Proposal Tips**

• Use Headers and Sub-Headers so the proposal is easy to follow (use this assignment guide as an example)
  o Headers: 14-point Bold & Underline
  o Sub-Headers: 14-point Italic & Underline
• Use images/color to create visual appeal. If printing costs are an issue, you may print in B&W, but have some color in the electronic version.
• Have a review session with other teams to proofread your work.
• Be creative and have fun! Put yourself in the shoes of the client. What would “WOW” you in a proposal? Think back to what impressed you with our guest speakers’ presentations.
Additional Resources
Textbook Resources

SlideShare
https://www.slideshare.net/jeremylipschultz/social-media-communication-2nd-2018

Find slide decks for each textbook chapter in the 2nd edition.

YouTube Channel
@JeremyHL58

Includes interviews with numerous industry professionals including:

Brian Massey, Conversation Sciences
https://www.youtube.com/watch?v=GJ1cbH6HJkE

Jay Porter, Edelman
https://www.youtube.com/watch?v=ofasyCTDwr8

Jim Sterne, eMetrics
https://www.youtube.com/watch?v=51qJoLbW6Xg

Chris Kraft, Share Rocket
https://www.youtube.com/watch?v=bKZ42o7yjRY

Facebook Page
@SocialMediaCommuncation

Includes frequent news updates about social media trends and topics.
https://www.facebook.com/SocialMediaCommunication/

Twitter
@JeremyHL58
#smc2018

LinkedIn
@JeremyHarrisLipschultz
Other Resources

Groups

Social Media Professors Group
https://www.facebook.com/groups/socialmediaprofessors/
@SMprofessors

“This is a community group for professors who are teaching (or incorporating) social media into their classrooms. We want to host a community where professors can come together to share classroom ideas, activities, assignments, and chat with others about projects they are working on dealing with social media pedagogy. We are all on the same team and want the best for our students!”

American Association of State Colleges and Universities (AASCU)
Digital Polarization Initiative
http://www.aascu.org/AcademicAffairs/ADP/DigiPo/

“The Digital Polarization Initiative, or “DigiPo,” is ADP's (American Democracy Project) national effort to build student civic, information and web literacy by having students participating in a broad, cross-institutional project to fact-check, annotate, and provide context to the different news stories that show up in our Twitter and Facebook feeds.”

Twitter Chats

#BufferChat (https://buffer.com/bufferchat)
#HootChat (https://www.youtube.com/watch?v=RdonQB4M4QE)
#MeasurePR (https://shonaliburke.com/?s=%23MeasurePR)
#PRStudChat (https://twitter.com/prstudchat?lang=en)
#SocialROI (http://blog.manageflitter.com/socialroi)

Hashtags to Follow

#smc2018
#PRProfs
#SMProfs