

SOCIAL MEDIA ANALYSIS PRESENTATION

Due: February 25th & 27th (in class)

100 points possible; 5% of your final grade

For this assignment, you need to identify a company/ entity (preferably within your field) and analyze their social media presence across at least (3) platforms. You will then present your findings to the class in a 4-minute presentation plus one minute at the end for Q&A.

This assignment is meant to prepare you for the social media packet you will produce later this term—to allow you a chance to become familiar with what the different platforms look like within your fields and to give you a chance to see what works and what doesn't.

THE ANALYSIS:

After you've chosen your target, perform a close analysis of three different social media platforms.

Aspects to address:

General info:

- Whose social media are you analyzing? As a company/ brand, what do they do?
- How often do they update their feeds?
- What platforms are you evaluating?

Content:

- Tell us about the aesthetic. Is it cohesive within each platform?
- Is the aesthetic consistent across different platforms?
- Do you have a clear sense of the company's aims/ goals?
- How would you characterize their written content? Is it clear, concise, and well-written?
- On which platform are they most successful, and why?

Critique:

- What works well?
- What stands out?
- What is less successful? Why?

THE PRESENTATION:

In this short presentation, you need to convey your analysis as outlined above. Obviously, we will need some kind of visual aid so we can see the social media pages you are critiquing for us. You can either take screenshots, pull them up on the classroom desktop, or put together a powerpoint/ prezi—but no matter what, remember, you have only **one minute to set up before you begin your presentation**. This means you need to be quite quick—keep this in mind as you prepare!

THE DETAILS:

- Your presentation must be cued/ set up in one minute or less.
- Your presentation should be between 3-4 minutes.
- Your presentation should make use of visual elements so we can see what you are discussing.

GRADING RUBRIC:

ASPECT	DESCRIPTION	POSSIBLE POINTS
TIMING	Between 3-4 minutes; paced well	15/ 100
DELIVERY	Clearly spoken, proper volume	20/100
GENERAL INFO	Provides details as outlined above	20/ 100
CONTENT	Analyzes 3 platforms according to criteria above	20/100
CRITIQUE	Sums up effectiveness as outlined above	10/100
VISUAL AID	Uses visuals well to illustrate argument	15/100

Signups for presentation slots will be via lottery in class.