

Classifying SM Coordinates (Exercise 6)



Purpose: To demonstrate the challenge of evaluating potential SM coordinates

Task: By using SM, persuade more high school students to attend your university

Method: Use the chart below to answer the questions in each column. Bonus Step: select the best goal and provide your rationale.

Potential Goals	1. Classify goals into 3 categories (label)	2. Highlight benefits of goals in each category	3. Highlight costs of goals in each category
1. Encourage high school students to post more pixs 2. Frequently use university hashtags in tweets, posts, and other media 3. Encourage current university students to post more pix			
4. Always post or tweet opinions when a major news story breaks 5. Post SM information on all print publications and videos 6. Increase the number of HS followers on Facebook and Twitter			
7. Tweet about all major university events 8. Email ALL high school counselors info about university SM outlets 9. Create YouTube videos for prospective students who toured the campus			