

Assignment 3

“Compare and Repair” Social Media Strategies

Purpose: Compare how two organizations in related fields (e.g., Pepsi vs. Coke, Harvard vs. Yale) make use of social media (SM). Repair the organization’s SM strategy that you deem less effective.

Rationale: SM strategists should have a clear understanding of how to evaluate an organization’s use of SM and know how to take corrective action. Developing your own protocol and evaluation tool to assess the effectiveness of SM can help you establish a solid reputation as a social media “guru.”

Major Activities:

1. Select two organizations in a related field.
2. Gather information about how each organization makes use of SM. At a minimum, answer the following questions:
 - What SM do the organizations use?
 - What are the goals of their SM strategies?
 - What messages/images are typically communicated in their SM?
3. How do the organizations evaluate the effectiveness of their SM strategies?
4. How does each organization’s SM relate to its other communications?
5. Craft a protocol and evaluation tool to assess the effectiveness of any SM strategy.
6. Use your protocol and evaluation tool to assess the effectiveness of the two organizations’ SM strategies.
7. Provide a “repair” or correction plan for the organization with the less effective SM strategy. Assume you would present the plan and rationale to the senior leadership team of the organization (Note: Most leadership teams would not be satisfied with merely matching a competitor’s strategy).

Requirements:

- Professional group presentation (20 - 25 minutes) and cross examination (5 – 10 minutes)
- Written report (due 1 week after oral presentation)

Evaluation:

- Synthesis of key ideas – Does the report synthesize key insights from personal experience, research, and class principles?
- Utility of insights – Can the ideas in the report be applied to real-world problems?

- Depth of analysis – Does the report indicate that the team thought deeply about the issues? Have certain ideas been eliminated or honed through discussion?
- Quality of insights and rationale – Does the report go beyond the standard recommendations advocated by self-ordained “social media gurus”?
- Professional style - Does the report and presentation adhere to professional standards (e.g., well organized, one voice, proper design, well written, proper citations & appendices)?