

Distinguishing between Social Media Personal and Professional Orientations (Exercise 1)



Purpose: To clarify the differences between your personal and professional view of social media

Method: Complete the following three charts.

Personal Experience

Use your personal experience (or a friend's) as a basis to complete this chart. Think about your goals for using social media, who your key audiences usually are, and what content you routinely share. Then think about your benefits and costs, and how you would measure your return on your investment (ROI). Note that costs are more than dollars invested; they also include your time, resources, energy to learn, etc.

Goals	Audiences	Content Type	Benefits	Costs	ROI & Measurement

Organizational Perspective (Facebook or Pinterest)

Think about the goals any organization might have for using Facebook or Pinterest (e.g., you could use your university as a reference point). Think about their goals for using social media, who their key audiences are, and what content they routinely share. Then think about their benefits and costs and how they would measure their return on investment (ROI). Note that costs are more than dollars invested; they also include time, resources, energy to learn, etc.

Goals	Audiences	Content Type	Benefits	Costs	ROI & Measurement

Compare & Contrast

Examine your two charts and find three similarities and three differences. Place a star in the cell by the issue that you think is most critical. Be prepared to discuss why you think that cell is most important.

Similarities	Differences