**Purpose**The purpose of this course is to ***analyze*** and learn about the effectiveness of social media in business. A secondary purpose, but in no way less significant, is to ***produce*** social media effectively. This semester-long assignment serves both of these purposes. You will create a blog (production) where each week you analyze different topics, respond to readings, and collect data for A3 (analysis).

**Assignment**You will create a blog using weebly.com that has the following four sections:

* Home
* Social Media Topics
* Reading Responses
* A3 Research

You are not limited to these sections – feel free to organize/name/label your entries/sections as you wish. Part of your grade for this blog is design and organization, so make it work for you!

***Home:*** Introduce yourself, your blog’s purpose, your personal goals for the course, and any other information that will help your reader (not just me!) navigate/understand your site.

***Social Media Topics:*** Each week, there will be a designated topic for class discussion – i.e. Facebook, Twitter, LinkedIn, etc. You will briefly explain the tool (what it is, how it functions, perhaps a brief history), and then you must find a company/organization that uses the tool effectively. You will analyze how the company/organization uses the tool by incorporating screen shots, sources, and examples.

***Reading Responses:*** You will also be asked to respond to any assigned readings, per the weekly course schedule. Title each entry with the reading title and author(s) name(s). Then write a brief summary of the reading, followed by your personal response (what did you learn, what did you like, what didn’t you like, etc.), and two relevant questions that stem from the reading.

***A3 Research:*** This page may be empty for a while and it’s not one that I’ll check a lot – it’s more for you. As the semester progresses, you’ll need a place to keep up with A3 – I encourage you to use your own blog to help document that journey. The more research you do throughout the semester, the easier and more detailed A3 will be in the end.

**Deliverable**

- Organized, aesthetically-pleasing blog using weebly.com

- At least three weekly entries (weekly topic analysis, weekly reading response, and virtual Friday trend (posted on class blog))

- You will be graded on:

* Design/Organization/Functionality/Flow (25%)
* Content (75%)
  + Complete
  + Clear (clarity and validity)
  + On-time