**Purpose**After a semester of analyzing effective (and not so effective) uses of social media in the workplace, it’s your turn to put together a recommendation for a company: a social media campaign. This final assignment will show your understanding of how different types of social media benefit different companies, how they should (and should not) be used, and how an effective social media campaign is implemented.

**Assignment**You will select one company to follow on various social media for the semester (ideally, they’d have at least a website, FB, and Twitter); create a separate blog section for analysis (to keep you from procrastinating and to record successes/failures over the semester – it’s easy to forget what happened two days ago let alone ten weeks ago…).

You will write your final social media campaign proposal for this company, analyzing their current use of social media (incorporate screen shots, graphics, etc.), and suggesting how they can improve their use of social media (you might suggest other outlets for them to use, like a company blog if they do not have one, or the use of a social media management tool if they are very active). Your final report must incorporate the following sections:

* Background/history of company
* Analysis of current social media usage
* Final recommendation – how to improve social media usage

**Deliverable**

- A researched, persuasive social media campaign proposal

- Proposal format incorporating headings, screen shots, and references

- 4-6 pages (not including references)