

# Assignment #2: Build a Followship

The assignment for this week will be for students to go to twitter, post numerous tweets and join conversations relating to your brand on twitter. The goal is to generate likes and shares on your account and contribute to other accounts relating to your topic and brand. You are to get at least five organic followers in this exercise. **This assignment is tied to a series of classroom assignments to train students on how to organically build social media buzz.** Good luck! Prior to Submissions, Dr. A suggests that...

## **Deadline**

Please refer to syllabus. **NO LATE ASSIGNMENTS ALLOWED.**

Late assignments will result in a ZERO grade.

## **Points**

This assignment will account for 5% of your overall grade.

No extra credit will be given under any circumstances for this assignment.